



A PLACE TO IMAGINE

NEWSLETTER • SEPTEMBER 2024



OCTOBER 5 • OCTOBER 6
DOWNTOWN NORCROSS

Get ready to make a ‘splash’ at Norcross Art Splash, the festival that’s sure to turn your weekend into a ‘masterpiece!’ Join us on Saturday, October 5 from 10:00 a.m. - 6:00 p.m. and Sunday, October 6 from 10:00 a.m. - 5:00 p.m. in Downtown Norcross for a ‘colorful’ celebration of all things art!

Artists from near and far will showcase their finest work, featuring everything from artwork to jewelry and more— it’s a palette of creativity you won’t want to miss! But the artistry doesn’t stop there. With live music, delicious bites, drinks and a Kids Zone with bouncy houses, face painting and more fun, this event will be a ‘stroke’ of genius!

**SCAN HERE
FOR MORE
DETAILS:**



Mayor: Craig Newton • **Mayor Pro Tem:** Bruce Gaynor
City Council: Andrew Hixson, Marshall Cheek, Matt Myers, Josh Bare
City Manager: Eric Johnson • **Assistant City Manager:** Tracy Rye
City Clerk: Monique Phillip

City Hall: 65 Lawrenceville Street, Norcross, GA 30071
Hours: Mon. - Fri. 8 a.m. - 5 p.m.
770.448.2122 | Fax: 770.242.0824
norcrossga.net

Artober

IN NORCROSS

Get ready to brush up on culture and creativity! Norcross and Explore Gwinnett bring you Artober—a month-long canvas of vibrant festivities. From the colorful rhythms of Hispanic Heritage Celebration to the lively hues of Dia De Los Muertos, we're painting the town with artistic flair. Be sure to snap pictures throughout Artober, tag @cityofnorcross and use the hashtag #artoberinnorcross to share your vibrant moments!

SEPTEMBER 14 - NOVEMBER 2 • PUBLIC ART TOUR MAP

Get ready to explore our city's creative side with a guided map featuring a list of murals, sculptures and more!

SEPTEMBER 14 • HISPANIC HERITAGE CELEBRATION

Join us for a vibrant celebration of Hispanic heritage, where culture, dance and delicious food collide in a fiesta of colors and rhythms!

SEPTEMBER 14 - OCTOBER 2 • NPAC'S ART SURVEY

The Norcross Public Arts Commission is exploring decisions for their upcoming art scavenger hunt—share your input in the survey!

SEPTEMBER 14 - NOVEMBER 2 • ART IN THE PARK

Unleash your inner artist and transform our parks into a vibrant canvas with everything from chalk masterpieces to painted rocks throughout Artober!

SEPTEMBER 21 - OCTOBER 20 NORCROSS GALLERY'S PHOTO CONTEST

Capture the essence of Norcross with your lens—snap a shot, showcase your creativity and share your unique view of our vibrant city! All skill levels are welcome—anyone can participate!

SEPTEMBER 28 • JAZZ IN THE ALLEY

Get ready to groove to smooth jazz tunes and cool vibes while enjoying a picnic and local food truck treats at this unforgettable live music event!

OCTOBER 5 & OCTOBER 6 • NORCROSS ART SPLASH FESTIVAL

Dive into creativity with a vibrant showcase of art, live music, delicious bites and a Kids Zone full of fun—your weekend masterpiece is waiting!

OCTOBER 12 • NPAC'S MURAL RIBBON CUTTING

Join the Norcross Public Arts Commission as they host the unveiling of the vibrant Heritage Park Stairs Mural, complete with a splashy dance performance!

OCTOBER 12 • SOCIAL FOX BREWING'S WING FEST

Get ready to wing it with culinary artistry and finger-lickin' fun, as local merchants add their own flair to the feast!

OCTOBER 21 • PEDAL NORCROSS CREATIVITY CONTEST

Admire Norcross students' pedal-powered artwork on display at the Norcross Library's Children's Section—gear up to enjoy their creativity over the coming weeks!



OCTOBER 24 - OCTOBER 27 LIONHEART'S LAWLESS SPIRITS

Experience our community like never before with a spine-tingling walking tour blending local history with spooky tales!

OCTOBER 27 SUMMEROUR MIDDLE SCHOOL'S PAINTED PEBBLES

Students are rocking out vibrant designs to brighten up Summerour Park—stop by and admire their boulder creativity that's sure to rock your world!

NOVEMBER 2 • DIA DE LOS MUERTOS

Celebrate with a lively mix of dance, entertainment and culture, all while enjoying delicious Mexican food in a unique tribute to life and death!

SCAN HERE
FOR MORE
DETAILS:



COMMUNITY SPOTLIGHT

ECONOMIC DEVELOPMENT DEPARTMENT

EXAMPLES OF TARGET INDUSTRY BUSINESSES CURRENTLY WITHIN NORCROSS CITY LIMITS

This month, the spotlight is on the Economic Development Department, the key player in driving business growth for the City of Norcross. The department's mission is to foster investment, create jobs and boost the local economy, all while improving the quality of life for residents and visitors. They achieve this through efforts in business retention, expansion, recruitment and a variety of new and redevelopment projects.

As 2023 drew to a close, the department recognized the need for an updated economic assessment. Given the impacts of the COVID-19 pandemic and shifts in the business environment, they partnered with KB Advisory Group for a refreshed Target Industry Analysis. Over a six-month period, KB Advisory Group gathered comprehensive data on labor metrics, real estate trends and job growth, engaging with community partners and stakeholders to gain deep insights into Norcross' unique economic landscape.

In June 2024, the findings were presented to the Mayor and Council, highlighting three main target industries: advanced manufacturing, professional and business services and wholesale trade. Advanced manufacturing, which includes sectors such as bio-pharma, aerospace and electrical manufacturing, presents high-wage job opportunities and significant workforce development potential. Professional and business services



encompass diverse fields like IT and digital marketing, which are crucial for a thriving local economy. Wholesale trade, including industrial machinery and building materials, benefits from Norcross' strategic location and strong infrastructure.

The Economic Development Department is now focused on using these insights to boost business recruitment and expansion efforts. With several best practice recommendations already underway, the department

aims to enhance Norcross' appeal to these target industries, ensuring sustainable success and continued growth for the community.

Residents are encouraged to check out the map of target industry businesses currently thriving in Norcross, showcasing the vibrant and diverse economic landscape that the department supports!

IN THE KNOW

MOVIE MONDAYS



September 9
A Man Called Otto



September 23
Mean Girls

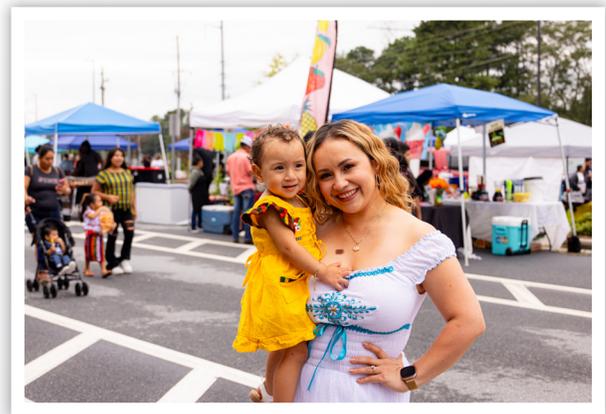
Lights, camera, action! Dive into the magic of cinema with Norcross Movie Mondays at the Cultural Arts & Community Center.

Join us every 2nd and 4th Monday for a free movie screening and light refreshments. With showtimes at **1:30 and 6:30 p.m.**, get ready for double the fun! Grab your popcorn and settle in for a reel good time!

9/11 Remembrance CEREMONY

September 11 • 8:15 a.m. • Betty Mauldin Park

Join us for a heartwarming and meaningful ceremony as we gather to remember the lives lost and honor the heroes who bravely responded on 9/11. The ceremony will kick off at 8:15 a.m. with a moving message of tribute, followed by the soulful sounds of traditional bagpipe music. At 8:45 a.m., we will honor the moment when the first tower was hit with a solemn ringing of the bell.



HISPANIC HERITAGE CELEBRATION

September 14 • 2:00 - 6:00 p.m.
Summerour Middle School Parking Lot

Celebrate Hispanic Heritage Month with us at the Hispanic Heritage Celebration! Experience vibrant music, exhilarating performances and mouthwatering flavors while discovering the rich traditions of Hispanic cultures through interactive exhibits and art displays.

ATLANTA BRITISH CAR FAYRE

September 7
10:00 a.m. - 3:00 p.m.
Downtown Norcross



Come enjoy the Atlanta British Car Fayre, a celebration of classic cars, motorcycles and British culture! See over 400 vehicles, indulge in British-themed treats from local vendors, and experience live entertainment and family-friendly activities.

HISTORIC CEMETERY TOUR



September 22 • 2:00 p.m. • Norcross City Cemetery

Join local historian Gene Ramsay for an immersive Historic Cemetery Tour in Norcross! Uncover tales of the town's founders, decode street name mysteries and explore intriguing stories from 1915 to 1923. Don't miss this unique journey into Norcross' rich past!

PLANTING FOR POLLINATORS WORKSHOP



September 28 • 10:30 a.m. - 12:00 p.m. • City Hall

Curious about fall garden care? Join our workshop for a guided tour and learn about yard upkeep, protecting pollinator habitats and preparing your garden for winter. Secure your spot now and make your garden fall-tastic!

SCAN HERE TO REGISTER:



September 28 • 7:30 - 9:30 p.m.
Betty Mauldin Park

Get ready to groove at Jazz in the Alley for the final concert of the season! Enjoy a night of smooth rhythms and vibrant melodies with The Black Gold Orchestra. Led by Grammy-nominated Larry Wilson, this 19-piece big band celebrates diverse Black American music styles. Bring your picnic blankets and lawn chairs for an unforgettable evening of jazz under the stars!



October 4 • 7:00 - 9:00 p.m.
Cultural Art & Community Center

Kick off the First Friday Concert Series with Pangea, blending Latin jazz, pop and R&B into a unique and vibrant mix. Bring your own food and drinks, or grab dinner from a local restaurant. Enjoy an evening of diverse rhythms and flavors, and support the CAN-Do Food Drive by bringing a single-serve, packaged food item for our collection basket. Let's make this a night to remember!

SCAN HERE TO RSVP:



THE LIONHEART THEATRE COMPANY

September 13 - September 29 'Perfect Arrangement'

Lionheart presents Topher Payne's 'Perfect Arrangement,' with tickets at \$18 for adults and \$16 for seniors, students and military. Enjoy dessert served at intermission. Performances are Fridays and Saturdays at 7:30 p.m., Sundays at 2:00 p.m., and a special Saturday matinee on September 28 at 2:00 p.m.

September Open Auditions

Lionheart is hosting open auditions for two exciting productions this month. Join us on Sunday, September 15 and Monday, September 16 for October's 'Lawless Spirits,' and on Sunday, September 22 and Monday, September 23 for December's 'The Game's Afoot.' For more details and preparation guidelines, visit Lionheart's website.

For more information or to purchase tickets, visit lionhearttheatre.org.

NORCROSS GALLERY & STUDIOS



September 1 - September 28 'Drawing Attention' Exhibit

A new juried exhibit, 'Drawing Attention,' runs through Saturday, September 28. Featuring works in various media—pen and ink, pastels, colored pencil and more—this diverse show showcases exceptional drawing skills.

September 7 • Atlanta British Car Fayre Pop-up

On Saturday, September 7, cruise over to the Atlanta British Car Fayre! Enjoy British cars and festivities, while Norcross Gallery artists rev up their creativity, painting cars and offering art at a pop-up shop on South Peachtree St.

September 21 - October 20 • Photo Contest

Snap to it! Norcross Gallery & Studios is launching its Photo Competition on Saturday, September 1. Capture "Our Home Is Your Home" theme in every season and year for a chance to win a ribbon and cash prize. Entry is free—click and click away!

For exhibit schedules and workshops, visit norcrossgalleryandstudios.org.

SUSTAINABILITY



TIP OF THE MONTH

Dispose of batteries, lightbulbs and paint properly as they are hazardous waste. Never toss them in the trash or recycling bin, as they can harm waste management workers and the environment. Instead, recycle them at local drop-off locations, hardware stores or annual recycling events.

For more information on where to recycle various Household Hazardous Waste materials, visit www.gwinnettcb.org.

TREE TALK

By Hayne Thompson, Tree Preservation Board Member



Recognizing the signs of a tree's decline is essential for ensuring safety and maintaining community health. Here are five signs that your tree might be in trouble.

- 1. Crown Die-back:** The top of your tree should be lush with leaves. Thinning leaves or bare branches are indicators of decline.
- 2. Falling Branches:** Healthy trees have strong branches. Fallen limbs or twigs can signal a problem.
- 3. Peeling Bark:** While some trees naturally shed bark, excessive peeling or cracks can be a cause for concern.
- 4. Fungus & Mushrooms:** Fungus on the trunk or mushrooms at the base indicate dead or dying wood, suggesting the tree may be in trouble.
- 5. Leaf Irregularities:** Deciduous trees should have consistent leaf color until fall. Yellowing, browning, wilting or premature leaf drop can indicate health issues.

If you notice any of these signs, it's advisable to consult with an International Society of Arboriculture certified arborist. They can assess your tree's health and recommend appropriate actions, whether it's addressing the decline or removing the tree and planting a new one for future generations.



MAYOR'S STATE OF THE CITY

September 26 • 6:30 - 8:00 p.m. • Crowne Plaza

You're invited! Join us for the Mayor's State of the City on Thursday, September 26 from 6:30 - 8:00 p.m. at the Crowne Plaza. Enjoy light refreshments as Mayor Craig Newton celebrates our community, shares updates on city planned developments and outlines some key initiatives planned for the coming year. Don't miss this opportunity to hear about our city's progress and future plans!

SANITATION RATES

Effective September 1, 2024, the City of Norcross will increase residential and commercial waste collection charges by 4.8%. Residents will see this change on their annual tax bills, while commercial charges will appear monthly. This adjustment reflects the 4.8% annual increase in the CPI for Water, Sewer and Trash Services, as per our contract with Waste Management. For questions, contact Finance at 770-448-2122. We appreciate your understanding and support!



SCAN HERE
FOR THE
RATES:



ON-DEMAND SHUTTLE SERVICE LAUNCHES SEPTEMBER 9!

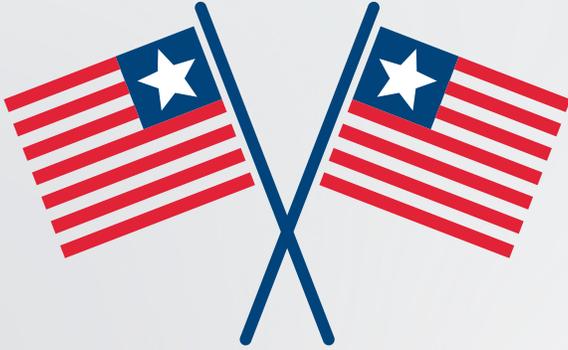
Exciting news, Norcross! Launching Monday, September 9, our new On-Demand Shuttle Service, in partnership with Gwinnett County and Gateway 85 CID, offers \$3 rides Monday to Saturday from 6:00 a.m. to 8:00 p.m. Check out the steps below on how it works and hop on board for a smoother, more connected city experience!

- 1. Request Your Ride:** Use the Ride Gwinnett app to set your pick-up and drop-off location. Alternatively, call 770.246.4770 and select option 3. Spanish language assistance is available upon request.
- 2. Go to Your Pick-Up Location:** Our curb-to-curb service picks you up where you are within the service area. Some locations have designated pick-up spots.
- 3. Hop on Board:** Step into one of Ride Gwinnett's shuttles or vans.
- 4. Pay Your Fare:** Each trip costs \$3 per person. Pay using the app or with exact change.
- 5. Arrive at Your Destination:** Enjoy your trip and rate your ride!



For more information, visit gwinnettcounty.com/microtransit.

LABOR DAY OBSERVANCE



City Hall will be closed on Monday, September 2 in observance of Labor Day, a time to honor and celebrate the contributions of workers. Wishing you a happy and restful Labor Day—take a break from your hard work and enjoy some well-deserved relaxation. Normal operations will resume on Tuesday, September 3.

Please note that sanitation and recycling services will be delayed, with no collection on Monday, September 2. Services will run one day behind schedule, from Tuesday through Saturday. Enjoy your holiday!



SEPTEMBER 2

Labor Day Observance, City Hall Closed

SEPTEMBER 7

Atlanta British Car Fayre, 10:00 a.m. - 3:00 p.m.,
Downtown Norcross

SEPTEMBER 9

On-Demand Shuttle Service Launch, City of Norcross

SEPTEMBER 9

Movie Monday: A Man Called Otto, 1:30 & 6:30 p.m.,
Cultural Arts & Community Center

SEPTEMBER 11

9/11 Remembrance Ceremony, 8:15 a.m.,
Betty Mauldin Park

SEPTEMBER 14

Hispanic Heritage Celebration, 2:00 - 6:00 p.m.,
Summerour Middle School Parking Lot

SEPTEMBER 22

Historic Cemetery Tour, 2:00 p.m., Norcross City Cemetery

SEPTEMBER 23

Movie Monday: Mean Girls, 1:30 & 6:30 p.m.,
Cultural Arts & Community Center

SEPTEMBER 26

Mayor's State of the City Speech, 6:30 - 8:00 p.m.,
Crowne Plaza

SEPTEMBER 28

Planting For Pollinators Workshop,
10:30 a.m. - 12:00 p.m., City Hall

SEPTEMBER 28

Jazz in the Alley: The Black Gold Orchestra, 7:30 - 9:30 p.m.,
Betty Mauldin Park



Scan to get
the Spanish
Newsletter!

¡Escanee para
recibir le boletín
en español!