



A PLACE TO IMAGINE

NEWSLETTER • OCTOBER 2024

DÍA DE LOS MUERTOS

NOVEMBER 2
5:00 - 9:00 P.M.
THRASHER PARK

Get ready to celebrate Día De Los Muertos Festival in style at Thrasher Park on Saturday, November 2 from 5:00 p.m. - 9:00 p.m.! Join us for a night of remembrance, dance and authentic entertainment.

Immerse yourself in the rich cultural experience with delicious, authentic Mexican food and beverages. It's the perfect opportunity to celebrate our ancestors and history while enjoying a night out with the community. Don't miss out on this unique celebration of life and death!



APPLY TO BE A VENDOR!

The City of Norcross is on the hunt for fantastic vendors to help make our Día De Los Muertos Festival unforgettable! Whether you're an artist, food vendor or non-profit, we want you to join the celebration. Interested?

Scan the QR code below to apply and be part of the magic!

**SCAN
HERE TO
APPLY:**



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 Philip

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

COMMUNITY SPOTLIGHT

ON-DEMAND SHUTTLE SERVICE

Last month, on September 9, the City of Norcross, in partnership with Gwinnett County and Gateway85, launched an exciting new On-Demand Shuttle Service, also called Ride Gwinnett Microtransit, and it's already proving to be a success! This microtransit service offers flexible, shared rides within designated zones across Gwinnett County, allowing residents, workers and visitors to enjoy greater accessibility without the restrictions of a fixed bus route. Whether heading to work, running errands or connecting to other transportation options, this affordable and convenient service is here to enhance your daily travel.

"We are thrilled to see the success of this transformative program in our community. My fellow councilmembers and I knew it would greatly enhance the quality of life for our residents by providing more accessible and reliable transportation options. Watching this service flourish and make a positive difference for our citizens has been incredibly rewarding," said Mayor Craig Newton, City of Norcross.

Additionally, businesses can purchase Breeze Cards for their employees, streamlining fare payments for Ride Gwinnett services. With transfers between microtransit and local routes free for up to 1.5 hours, getting around Norcross has never been easier. This service is a great step towards making our city more accessible and connected!



**SCHEDULE
YOUR RIDE
NOW! >>>**

SCAN HERE TO LEARN MORE



1. REQUEST YOUR RIDE

Use the Ride Gwinnett app to set your pickup 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. Download the Ride Gwinnett App and get half-off your first trip with code 50OFF.

5. ARRIVE AT YOUR DESTINATION

Enjoy your trip and rate your ride!



BUFORD HIGHWAY SAFETY ACTION PLAN PUBLIC SURVEY



Help shape the future of Buford Highway! Cities along the corridor, including Norcross, are developing a Safety Action Plan to improve road safety with quick, impactful projects. Your input is crucial. Scan the QR code to take the survey and share your thoughts, concerns and suggestions. Together, we can create a safer, better Buford Highway for everyone!

GWINNETT'S INAUGURAL ARBORETUM

The City of Norcross is thrilled to announce the grand opening of Gwinnett County's very first arboretum at Pinnacle Park! This exciting milestone marks a major step forward in transforming the park into a vibrant green space for the community to enjoy. What once was an overgrown stormwater retention area has been reimaged into a beautiful, accessible park that now serves the eastern side of Buford Highway.

One of the most creative—and crowd-pleasing—methods used in the park's transformation was the introduction of a team of goats! These four-legged eco-warriors helped clear invasive species like kudzu, much to the delight of the community. The goats were such a hit that they even made a special appearance at the park's ribbon-cutting ceremony in May 2019, chomping through the ribbon alongside local officials.

Now, the arboretum takes center stage with 32 species of native trees on display, and even more planned! City Arborist Shahin Khalili emphasized the thoughtful selection of species that flourish in Georgia, making the park a stunning showcase of the state's natural beauty. Charlotte Osborn, Chair of the Norcross Tree Preservation Board, couldn't be more excited about the educational opportunities this arboretum offers, especially with each tree clearly identified for visitors.

Mayor Craig Newton shared his enthusiasm for the project, calling it a continuation of the city's mission to provide equal access to parks and green spaces. The arboretum also offers a virtual tree tour and educational resources, with plans to further engage schools and host sustainability workshops in the future.

This arboretum isn't just a new addition—it's a celebration of Norcross's commitment to conservation and community, setting a bright and sustainable path for the future!

SCAN HERE
TO TAKE THE
SURVEY:



TREE TALK

Courtesy of Arbor Day Foundation's 'Tree Basics'

The stunning array of reds, oranges and yellows seen in deciduous trees each fall is a natural phenomenon that many people don't fully understand.

During the growing season, leaves are green due to a pigment called chlorophyll, which is essential for photosynthesis. As fall approaches, cooler temperatures and shorter daylight hours signal trees to prepare for winter dormancy. In response, trees stop producing chlorophyll, allowing other pigments to become visible.

The color of the leaves in fall depends on the dominant pigment remaining after chlorophyll production ceases. Anthocyanins produce red and purple hues, while carotenoids create oranges and yellows. The specific colors observed depend on the type of tree and its environment.

Fall colors can vary year to year due to weather conditions throughout the year. Factors like sunlight, water and temperature influence the intensity of leaf colors. Optimal fall colors are often achieved with a combination of rainy, cool springs, mild summers and crisp, cold fall nights.



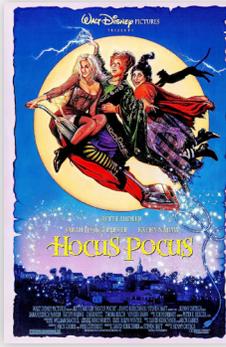
IN THE KNOW

MOVIE MONDAYS



October 14

Golda



October 28

Hocus Pocus

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!

SAFE STREETS, SWEET TREATS



As Halloween approaches, the City of Norcross encourages everyone to drive safely and be extra cautious on the roads. Keep an eye out for trick-or-treaters, reduce your speed in residential areas and stay aware of your surroundings to ensure a safe and fun night for all. Let's work together to make this Halloween safe!

First FRIDAY Concerts

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:



October 5 & October 6 • Downtown Norcross

Get ready for Norcross Art Splash Festival, where your weekend becomes a masterpiece! Join us on Saturday, October 5, from 10:00 a.m. to 6:00 p.m., and Sunday, October 6, from 10:00 a.m. to 5:00 p.m. in Downtown Norcross for a colorful celebration of art. Enjoy stunning artworks, jewelry, live music, delicious bites, drinks and a Kids Zone with bouncy houses and face painting. Don't miss this vibrant event!

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 culinary arts to musical arts, 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.

**SCAN HERE
FOR MORE
DETAILS:**



PEDAL NORCROSS

**October 19 • 3:00 - 6:00 p.m.
Downtown Norcross**

Get ready for a 'wheelie' good time at Pedal Norcross! Join us for a 4.1-mile group ride through Historic Norcross, led by Sustainable Norcross, where we'll be pedaling for fun and promoting safe, sustainable biking practices.

Check-in begins at 2:30 p.m. at Norcross City Hall, so be sure to scan the QR code below in advance to register as a rider and sign up as a vendor, volunteer or sponsor. Let's roll and have a bike-tastic time!

**SCAN HERE
FOR MORE
DETAILS:**



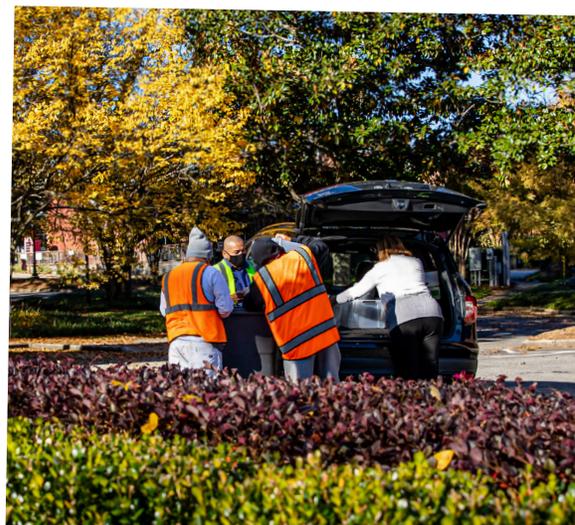
NEIGHBORHOOD CLEANUP & RECYCLING DAY

October 12 • 8:00 a.m. - 12:00 p.m. • Norcross Public Works

Embrace fall cleaning with us! Join us for Neighborhood Cleanup & Recycling Day. We'll accept single-stream recyclables, glass bottles, scrap metal, bulk materials, electronics and more. Plus, this fall, we're introducing a Reclamation & Donation Station for residents to donate salvageable items instead of discarding them, allowing neighbors to repurpose and reuse.

For more information on accepted items, volunteer opportunities, traffic flow and more, be sure to scan the QR code below for details. Together, we can make a big difference this fall, one recycled item at a time.

**SCAN
HERE FOR
INFORMATION:**





HEART OF NORCROSS' FALL FESTIVITIES

October 24 • 5:30 p.m. • Downtown Norcross

Gather your ghouls for Witches Night Out in Downtown Norcross! Dress in your finest witch attire—whether you're a good witch, bad witch or simply rocking a fabulous hat. Enjoy Witches Brew, spooky treats and a bewitching evening as you explore local shops, restaurants and businesses. It's a spellbinding night of fun and fright you won't want to miss!

October 26 • 3:00 p.m. • Downtown Norcross

Put on your spookiest costumes and join us for Downtown Trick-or-Treating! Participating shops, restaurants and businesses will be handing out fang-tastic treats to the little goblins only while supplies last. Don't ghost us—mark your calendars, tell your boo crew and enjoy one of Norcross's most spook-tacular Halloween traditions!

For more information, visit theheartofnorcross.com.



MURAL RIBBON CUTTING

October 12 • 3:00 p.m. • Heritage Park

You're invited to join the Norcross Public Arts Commission for the exciting unveiling of the vibrant Heritage Park Stairs Mural! This celebration will feature a splashy dance performance, bringing the art to life. Come be part of this colorful community event!



DEUTSCHE KLASSIC GERMAN CAR SHOW

**October 26 • 10:00 a.m. - 3:00 p.m.
Downtown Norcross**

Get ready to rev your engines and join the Deutsche Klassic German Car Show! With over 250 classic German automobiles on display, including BMWs, Audis, Porsches, Mercedes-Benzes, Volkswagens and Opels, car enthusiasts won't want to miss this incredible event. But it's not just about the cars—indulge in traditional German cuisine and beer while tapping your feet to a lively polka band. Bring the whole family for a day of fun-filled activities and explore the best of German automotive history. Scan the QR code to learn more about the show and register your vehicle.

**SCAN HERE
TO TAKE
THE SURVEY:**



NPAC'S ART SURVEY

Now - November 2 • City Of Norcross

The Norcross Public Arts Commission is ready to brush up on your ideas for our upcoming art-guided scavenger hunt! Add your creative strokes to the canvas—your input will make our hunt a masterpiece! The survey is open from now through Saturday, November 2. Plus, attendees can vote in person when dropping by NPAC's booth at the Norcross Art Splash Festival on Saturday, October 5, and Sunday, October 6.

**SCAN HERE
TO TAKE
THE SURVEY:**



THE LIONHEART THEATRE COMPANY

October 4 - October 5

Project Chimp's 'Bananarama III'

Lionheart Theatre is thrilled to welcome back Project Chimps for 'Bananarama III,' supporting former research chimpanzees in North Georgia. Join us Friday, October 4, and Saturday, October 5, at 7:30 p.m. for an evening of comedy, variety and drag performances hosted by Jolene Goodall, with featured performances by Berlinda Wall! Recommended for adults only. To purchase tickets, visit projectchimps.org/events/bananarama.



October 24 - October 27 • 'Lawless Spirits'

Prepare for a frightfully fun time as Lionheart Theatre presents 'Lawless Spirits' from Thursday, October 24, to Sunday, October 27, with spine-chilling performances at 6:00 and 8:30 p.m. Join the spooky walking tour through Downtown Norcross and hear ghostly tales inspired by local history. Click the link below to snag your tickets before they vanish!

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



NORCROSS GALLERY & STUDIOS

Now - October 20 • Photo Competition

Snap to it! Norcross Gallery & Studios' Photo Competition is underway, with final entries closing on Sunday, October 20. Whether using a professional camera or a smartphone, capture the theme "Our Home Is Your Home" across seasons for a chance to win a ribbon and cash prize. Entry is free—click and click away!

October 3 • 'Norcross Shapes' Exhibit

Norcross Gallery & Studios proudly presents 'Shapes,' its annual fundraiser and silent auction, opening Thursday, October 3. Join us for a "shapely" opening reception on Wednesday, October 9 from 4:00 - 7:30 pm, and the closing reception with final bidding on Sunday, November 3 from 1:00 - 5:00 p.m. Enjoy deliciously shaped bites and a variety of beverages while supporting the arts!

For exhibit schedules and workshops, visit norcrossgalleryandstudios.org.

SCAN
HERE TO
ENTER:



ART IN THE PARK

Now - November 2 • City Of Norcross Parks

Unleash your inner artist and turn our parks into a vibrant canvas this Artober! From chalk masterpieces to painted rocks, add your splash of color and leave your art up all Artober season long. Snap photos of your creations, tag @cityofnorcross, and use #ArtoberInNorcross to share your vibrant moments. Be mindful and respectful of our facilities—let's make Artober a masterpiece!



SUSTAINABILITY



TIP OF THE MONTH

Don't let your pumpkin go to waste this season—make it a composting champion! After the holidays, instead of tossing your pumpkin, plant it in your garden or a pot to break down naturally. When edible food is thrown away, it ends up in landfills, rotting and producing methane gas that harms our environment. By composting, buying only what you need and using all parts of your food, you're turning pumpkin leftovers into environmental gold!

NO GENERAL ELECTION



Please be informed that there will not be a general election in the City of Norcross this year. General Elections are held every two years, and the next regularly scheduled election will occur in November 2025.

For more information, please contact the City Clerk's Department at 678-421-2035.



SEECCLICKFIX

Attention, Norcross residents! Since the launch of SeeClickFix in July, we've seen tremendous improvements in usability and accessibility. With the mobile app or browser, you can easily submit service requests, helping to improve our community. Together, we're making Norcross even better! Check out the steps below to get involved:

1. Download the SeeClickFix mobile app from your app store, available on both Apple and Android.
2. Create an account to receive updates and view support tickets—though it's not required to make requests or report concerns.
3. Prefer using a browser? Visit norcrossga.net/seeclickfix.
4. Start submitting requests today and help improve our community!



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OCTOBER 26

Deutsche Klassik German Car Show, 10:00 a.m. - 3:00 p.m., Downtown Norcross

OCTOBER 28

Movie Monday: Hocus Pocus, 1:30 & 6:30 p.m., Cultural Arts & Community Center



Scan to get the Spanish Newsletter!

¡Escanee para recibir le boletín en español!