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February 27, 2025

Dear Selection Committee members,

Thank you for considering this application from the Tucker-Northlake CID. Few places along I-285 in DeKalb have as much opportunity ahead of them as the Northlake area. As the midway point between the Indian Creek and Doraville MARTA stations, and with its zoning history, it's a perfect place for growth. Both in housing and employment.

DeKalb County increased housing density within the study area to capitalize on the location for the benefit of current and future residents. With the reimagining of the Northlake Mall property, the coming express lanes, and trails planned to come to Northlake, now is the time to help guide this area for long term success.

The efforts of the Tucker-Northlake CID support the DeKalb County Comprehensive plan in connecting communities by linking trails, sidewalks, transit, and expanding pedestrian centered experiences. Their efforts are important to DeKalb's success on both sides of the county/city line.

With a little guidance, this hub on I-285 can shine brighter and have a greater impact on quality of life today, and for future generations. Please consider approving the CID's request for a funding partnership to take Northlake to the next level. I am pleased to support this effort.

Sincerely,

DeKalb County Commissioner
District 1

DeKalb County Board of Commissioners

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Dear Selection Committee,

As the executive director of Discover DeKalb, the DeKalb Convention and Visitors Bureau (CVB) and the Tucker CVB, I have the pleasure of supporting the hotels in both jurisdictions. There are eight hotels in the study area. Two are the last full-service hotels off I-285 headed south until you reach the airport.

In today's market people select hotels not only for the price and general location, but on ease of access and amenities in the surrounding area. The coming express lanes will go a long way to help sustain these properties, but it's not enough. More and more guests want to walk to dinner and events. Guests want the option to ride bikes to nearby sites. They prefer to run on a trail outside, rather than on a tread mill in front of a screen.

When hotel guests, whether individuals or with their families, can access more of the community, they inevitably spend more money. This helps to sustain jobs and the local economy. They have a better experience and are more likely to return.

Ensuring that trail connections and opportunities for bike sharing are close to as many of these properties as possible will help with growth. When guests walk to dinner in an area that is built with the pedestrian in mind, they feel the difference.

Those feelings contribute to shifting the story from, "I stayed in a hotel off the express way" to "I stayed in a great location, and I look forward to going back." We need more of those experiences in DeKalb.

To that end the work of the Tucker-Northlake CID is essential to our success. With your help they have leveraged millions from the City of Tucker along Main Street. With your support, Northlake end of the LCI can be just as transformative.

Sincerely,

A handwritten signature in black ink that reads "James Tsismanakis". The signature is written in a cursive, flowing style.

James Tsismanakis

Executive Director & CEO