



August 10, 2018

Dear Property Owner:

The West End Community Improvement District (CID) is excited to launch its first boundary expansion. The purpose of the expansion is to incorporate additional property owners into the CID in order to provide additional enhancements which will continue to improve the area. Our focus will be on Ralph David Abernathy Boulevard and the Atlanta University Center and Castleberry Hill areas. CIDs throughout Georgia and the metro Atlanta area have proven time and again to be one of the most successful economic development tools for stimulating revitalization, business growth and retention, and job creation.

A CID is a self-taxing district that uses additional funds collected to improve its district with beautification, infrastructure, and public safety improvement projects and initiatives. CIDs are primarily comprised of privately-owned commercial and industrial properties. There are many benefits to property owners within a CID, including: increased competitiveness for local, state and federal funding for projects; expediting implementation timeline for major infrastructure improvements; and, initiating/maintaining a visually-pleasing and safe environment to conduct business.

The West End CID was established in June 2017 and has successfully began to implement several projects and initiatives. There are currently more than 65 participating property owners within the district. Collectively, the investments in the CID will fund various enhancements to improve the West End area. Some completed and projects/initiatives in progress include:

**Interchange Gateway Project with City of Atlanta and GA Department of Transportation (DOT)**

[I-20 @ Lee St. & Lowery Blvd.]  
*Clean up; shrubbery installation;  
Ongoing landscaping maintenance*

**Main Street Affiliate Designation with Department of Community Affairs (DCA)**

*Solidifying Historic Preservation and establishing additional grant opportunities*

**Operation Shield Project with Atlanta Police Foundation**

*Installation of two (2) License Plate Reader(LPRs) cameras along Lee Street*

**West End TOD mini-Technical Assistance Plan (TAP) with Urban Land Institute (ULI)**

*Urban Land Institute Center for Leadership - mTAP Committee  
Pedestrian connectivity; potential development scenarios*

**Façade Improvement Program with City of Atlanta**

*Providing grants for business owners to undertake building improvements*



With your participation in the West End CID, the possibilities are endless. Enclosed you will find a consent form that needs to be completed to solidify your membership. We invite you to join other property owners from H J Russell, Wells Fargo, Selig Enterprises, McDonald's and many more companies. Please do the following:

- 1) Complete any remaining blanks in the enclosed consent form(s)
- 2) Have the consent form notarized
- 3) Mail the completed, signed and notarized consent form for to the address below:

**West End CID, P.O. Box 11353, Atlanta GA, 30310**

Thank you for your continued support. We look forward to working with you in expanding the West End CID.

Should you have any questions or would like to schedule a meeting to hear more about the West End CID and the benefits to you, please feel free to contact the CID Administrator, Nicole M. Hall at 678.525.2500 or via e-mail at [administration@nickelworks.net](mailto:administration@nickelworks.net).

Sincerely,

A handwritten signature in black ink, appearing to read "H. Jerome Russell".

H. Jerome Russell, Chairman  
West End CID Board of Directors  
H.J. Russell & Company

**P.S.** There will be a West End Community Celebration on **Friday, September 7, 2018** from **2-5 PM** at The Mall West End Community Room located at **850 Oak Street SW, Atlanta, GA 30310**. This will immediately follow the West End CID Board of Directors Meeting at 12 PM. At this event, we will discuss the progress of the CID including implemented projects and the Expansion Initiative. You will also have an opportunity to meet members of the Board and engage with our partners and other property owners in the area.

Enclosures:

1. CID Fact Sheet
2. WECID Expansion Kickoff Meeting "Save the Date"
3. Written Consent of Owner Form(s)