

# #SMARTer Together

## Webinar Series



# Ready for the Smart(er) City:

*How Community Improvement Districts (CIDs) are  
Building the Future*





# Team Members

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# Purpose of Study

Understand how CIDs have **evolved**  
over the years.

Create a **foundational database** going  
forward.

Understand how CIDs respond to  
advances in **technological innovations**.

## Research Considered:

- Evolution & Formation
- Stakeholders & Motivations
- Economic Value & Financial Impacts
- Smart Cities & Innovation

# CIDs Defined

Enables taxing authority for commercial property owners via **public-private partnership** model.

Allows private sector to improve public infrastructure by pooling funds and partnering with public agencies.

## Allowable Purposes Under Statute

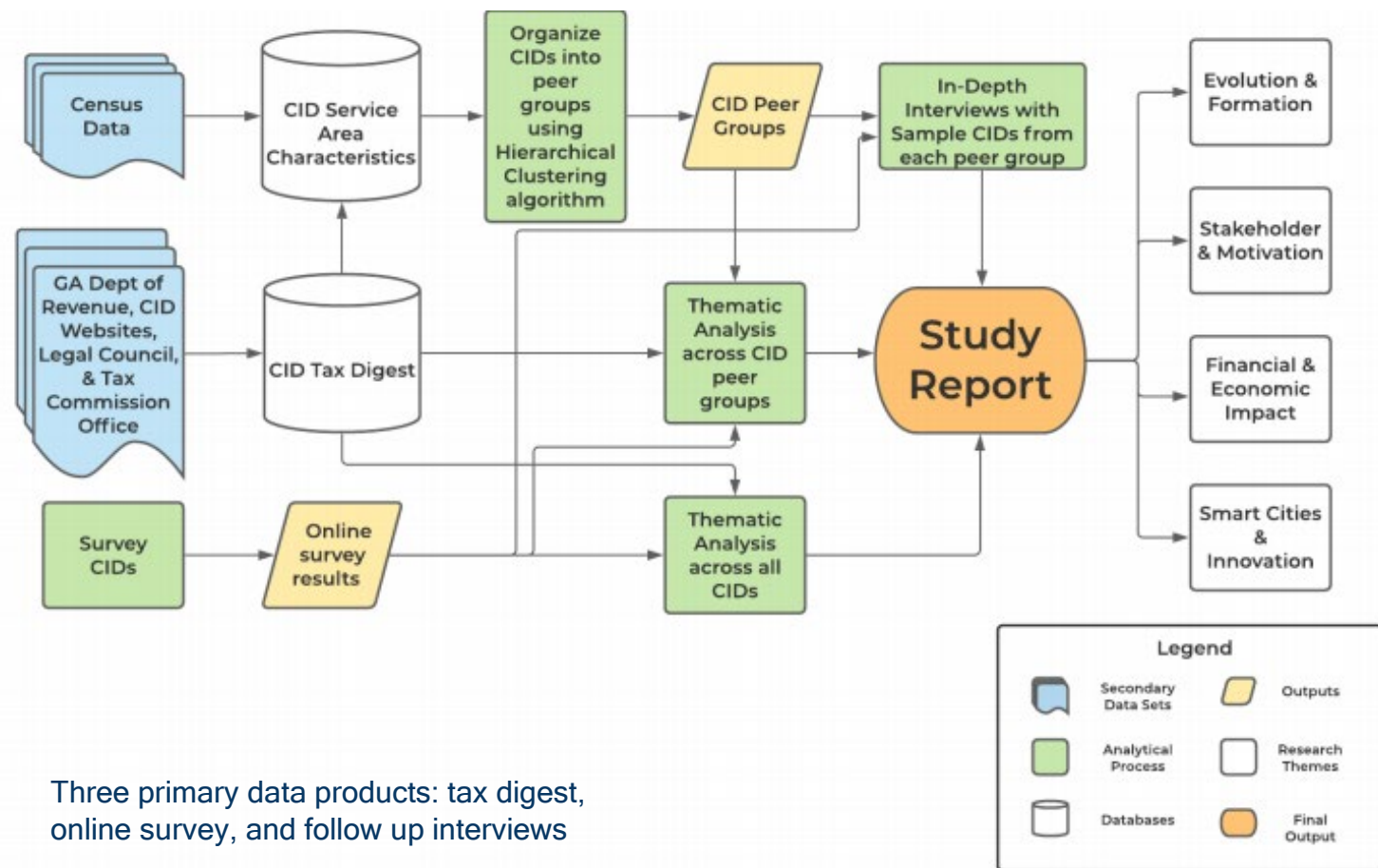
1. Street and road construction and maintenance
2. Parks and recreational areas and facilities
3. Storm water and sewage collection and disposal systems
4. Development, storage, treatment, purification and distribution of water
5. Public transportation
6. Terminal and dock facilities and parking facilities
7. Such other services and facilities as may be provided for by general law

Article IX, Section VII, Georgia Constitution



# Research Methodology

Quantitative and qualitative data  
sourced through public records  
and CID input.



# Research Methodology

First regional effort of its kind to identify **relevant comparisons**.

**Peer Groups** determine similar CID submarket traits.

## Established Markets

Comprised of 6 CIDs that are older, have higher density and higher assessed value.

Examples: Atlanta Downtown Improvement District, Buckhead

## Pioneer Markets

Comprised of 17 CIDs that have varied age, assessed value and tax revenues.

Examples: Gwinnett Place, Aerotropolis

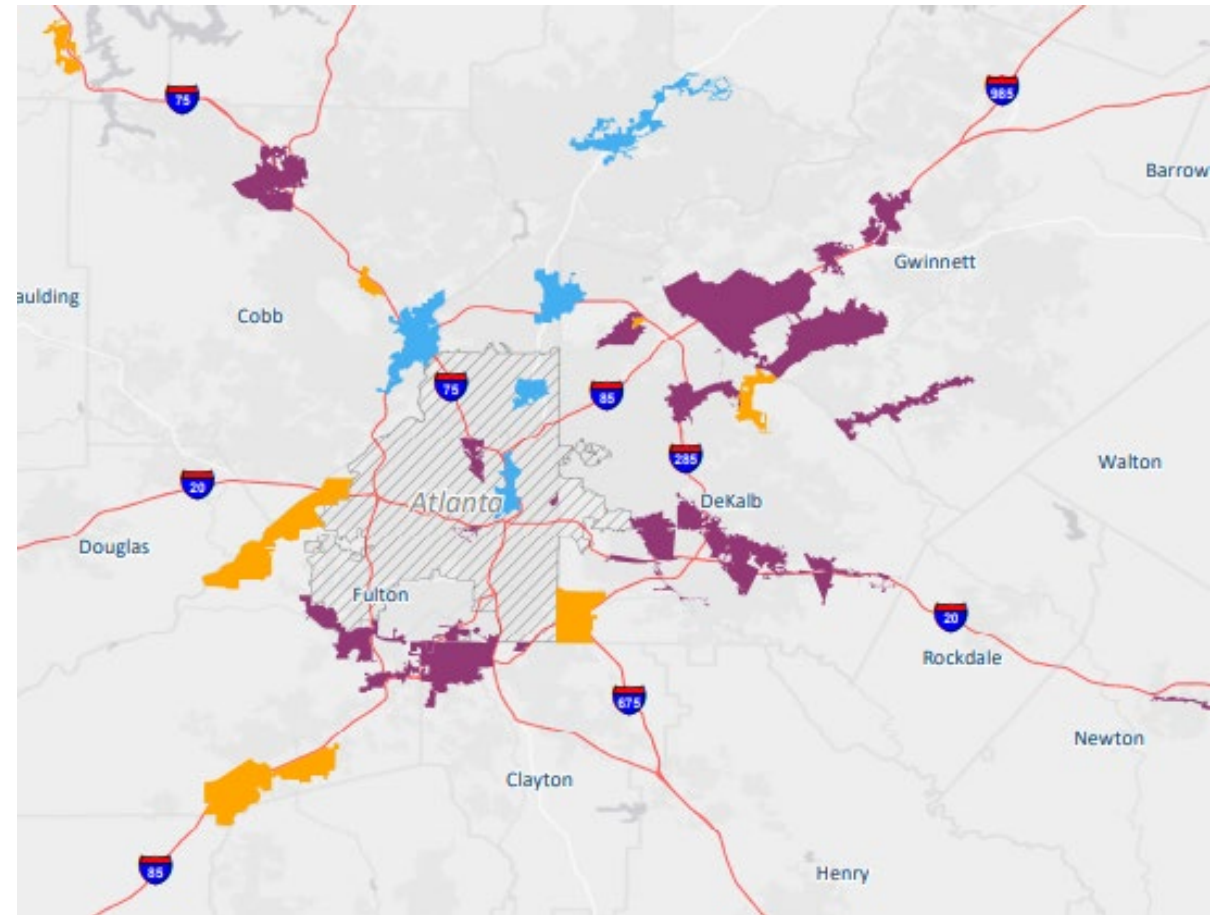
## Industrial Markets

Comprised of 7 CIDs that are or were industrial centers.

Examples: South Fulton, Assembly

# Research Methodology

34 legal CIDs operating in  
30 submarkets around  
Metro Atlanta.





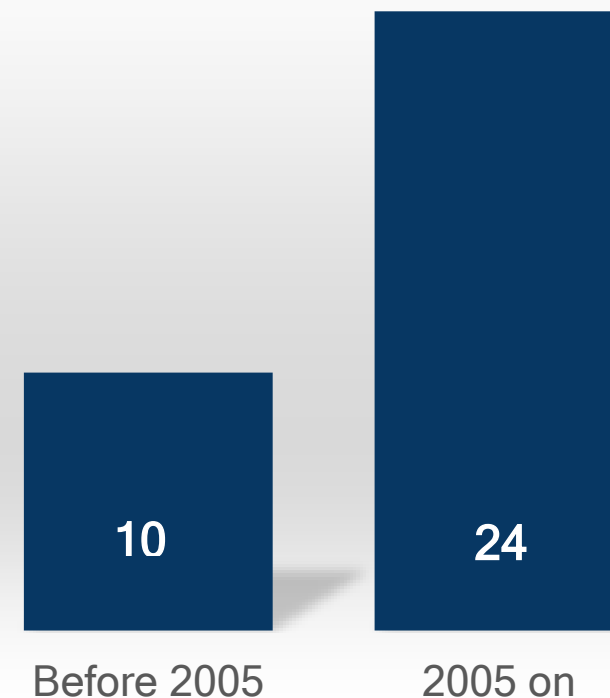
# Key Findings

What was once a competitive advantage for commercial submarkets is **now a competitive necessity**.

**Two-fold increase** in formations in the last 15 years (versus previous period).

Enable ecosystems that handle a **series** of projects (versus a singular project).

Number of New CIDs Formed



# Key Findings

The private sector provides oversight and management.

Average CID Board has 8 directors.

94% are from the private sector, mostly local, commercial property owners.

## Community-facing model

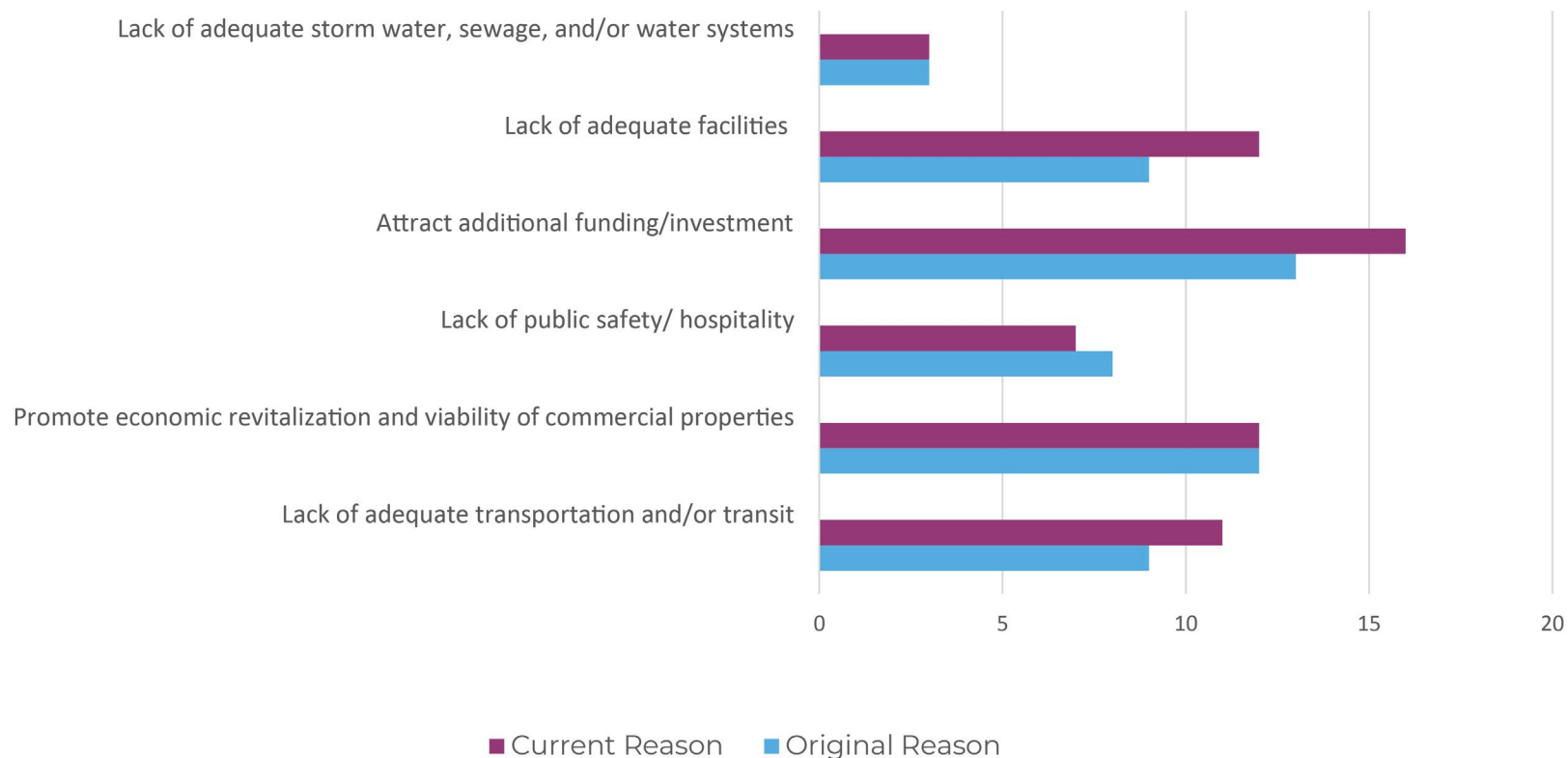
Staffed organizational model providing projects and services to the greater commercial area.

## Developer-centric model

Master developer model providing financing for singular developments.

# Key Findings

Attracting funding and investment is the primary reason CIDs form (65%) as well as to continue operations (80%).





# Key Findings

Public sector is playing a greater role  
in CID formations.

Influenced 60% of CIDs formed in the  
last decade (2010-2019)  
versus  
0% in the first decade (1988-1999).

Formation is a deliberative process,  
averaging 51 months.

Rising influence of the public sector shifts  
CID attention from attracting funding to  
economic revitalization.

# Key Findings

Financial & economic impacts are significant.

CIDs are geographically small but economically large.

6.5

Average size (square miles)

20%

Average amount of CID-taxable parcels in service area

\$16B

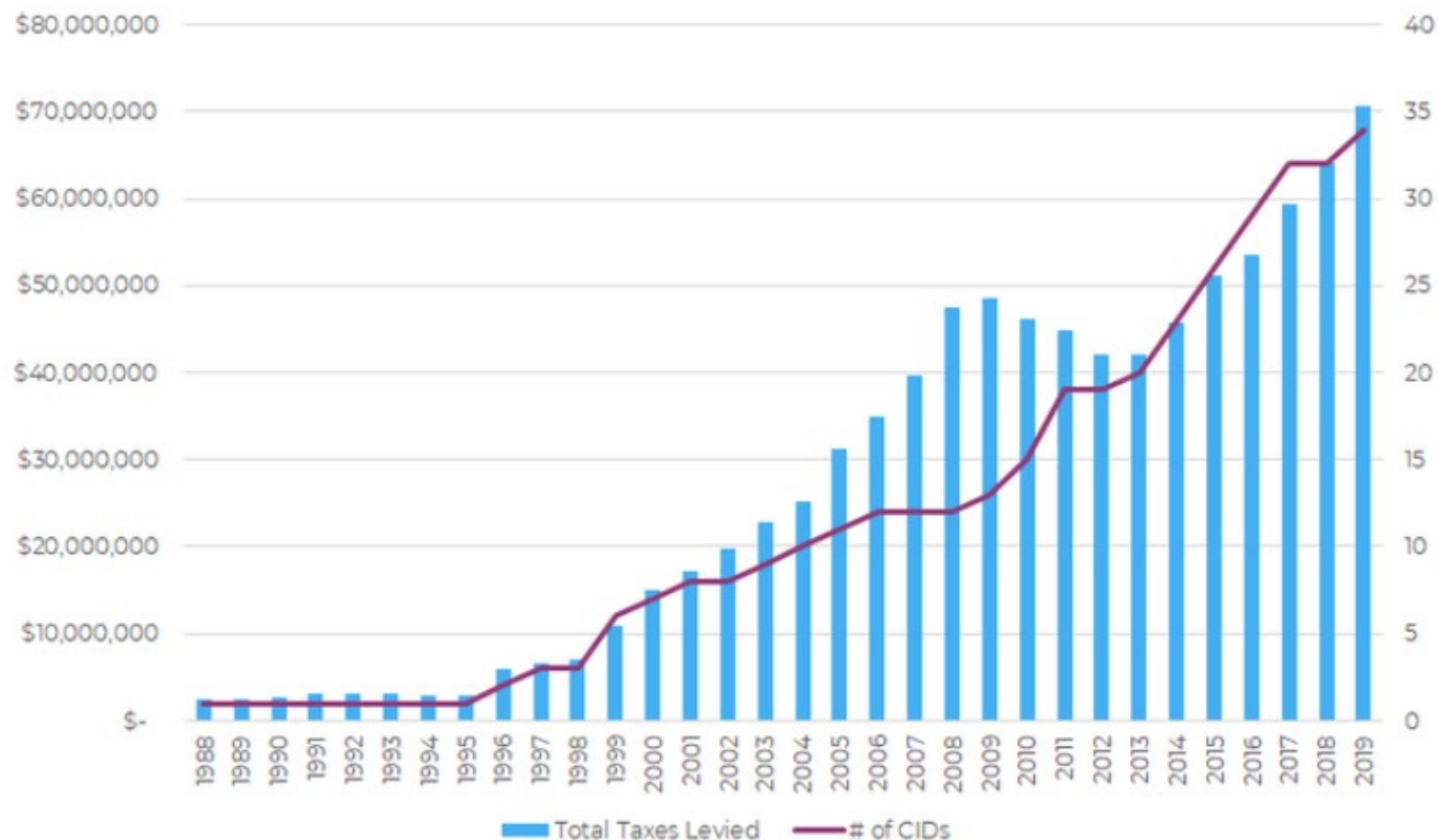
Total amount of assessed value (\$41B in FMV, 2019)

# Key Findings

CIDs are powerful drivers of economic development.

**\$875 million**

Total taxes levied  
(1988 - 2019)



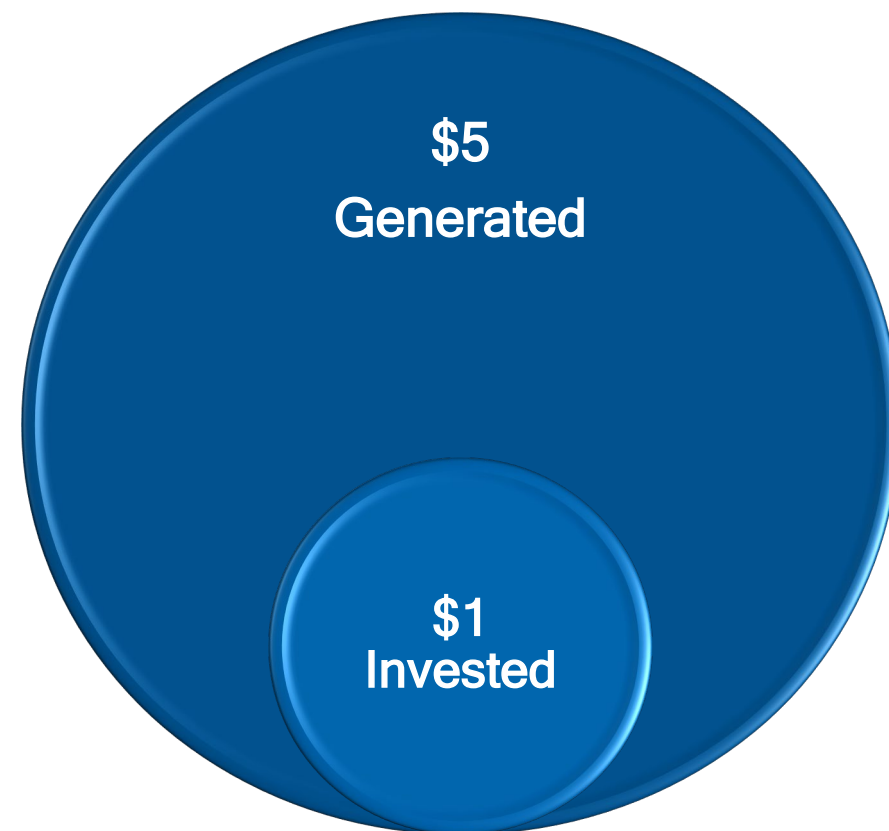


# Key Findings

CIDs have contributed to billions of dollars in infrastructure projects.

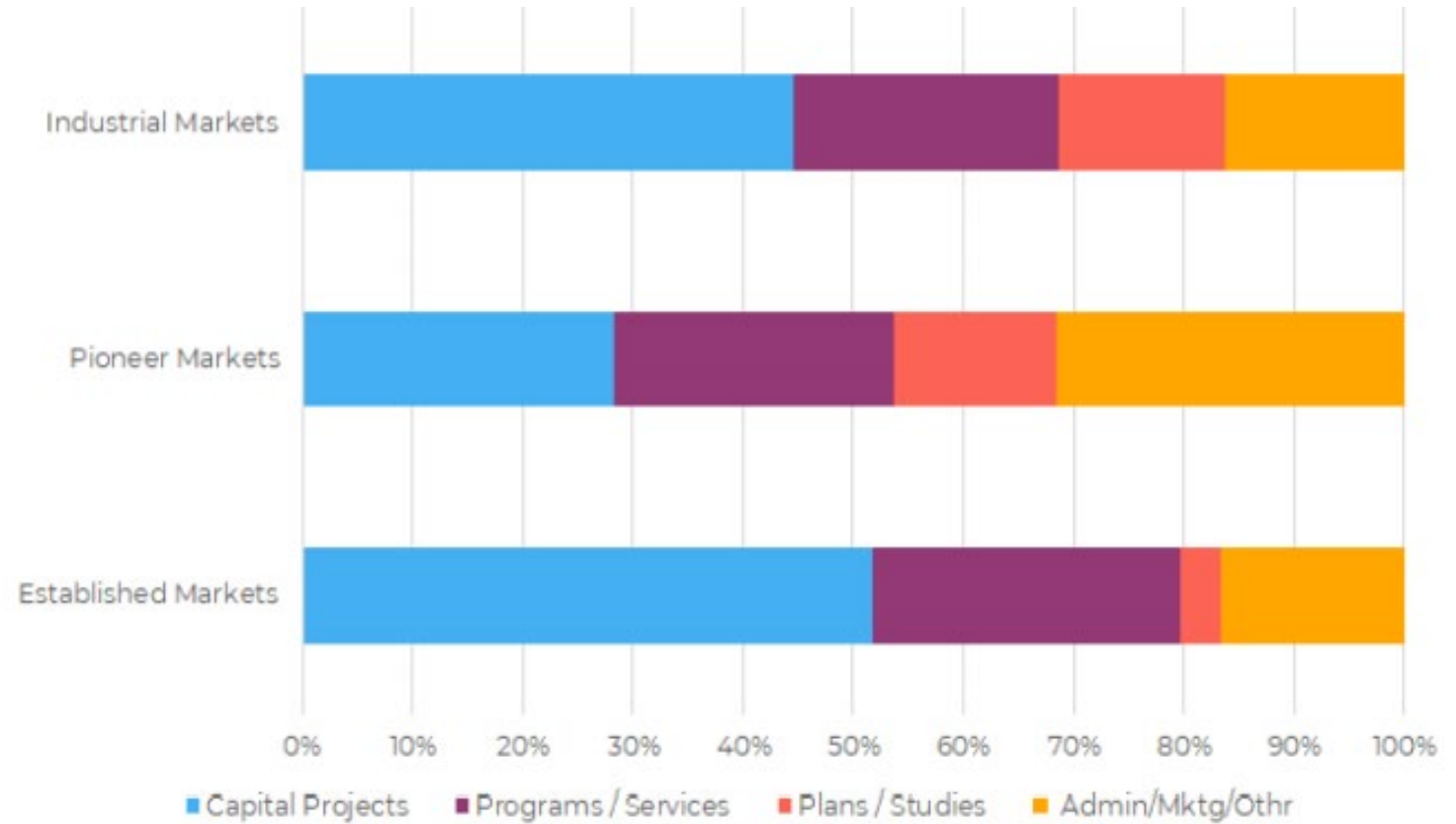
**1:5 leverage ratio**

\$760M leveraged into \$6B  
(based on half of CIDs reporting).



# Key Findings

Budget priorities and/or abilities differ by Peer Groups.



# Smart Cities

“**Smart Cities**” and communities are defined as the continuous improvement process that utilizes technology, data and other similar tools to improve community quality of life.

“**Innovation**” is defined as any novel technology, ideas methods and/or policies that create positive impacts on an industry, organization or community.



# Key Findings

CIDs and their commercial real estate investors recognize the **increasing value and necessity of innovation** on their real estate performance.

70%

Consider technology and innovation important to their future

85%

Have or will complete smart projects in next 5 years

# Key Findings

27 smart projects  
already undertaken with  
15% funded in part by  
regional grants.

## ARC's LCI Funded Smart Project Examples

### **Little Five Points CID**

In 2019, the Little Five Points CID was awarded \$100,000 for the Euclid Avenue Smart Corridor Study.

### **Town Center CID**

In 2019, Town Center CID was awarded \$150,000 for the Chastain Road Corridor Study.

### **Aerotropolis CIDS**

In 2019, Aerotropolis was awarded \$350,000 for the Virginia Ave Smart Corridor Study.

### **Town Center CID**

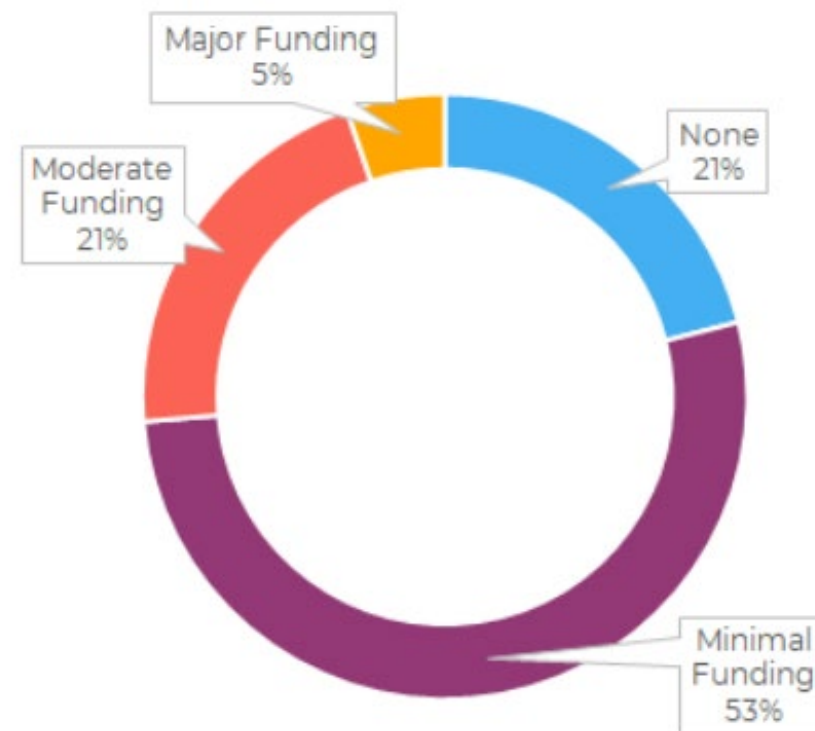
In 2020, Town Center CID was awarded \$160,000 for the Bells Ferry Road Corridor Smart Mobility Study.

# Key Findings

Although smart cities is seen as important, **barriers do exist.**

**74%** CIDs have little or no money budgeted,  
**45%** depend on local governments to initiate projects, and  
**none** will pursue smart projects if gov't funding is not available.

## Current CID Investments in Innovation





# Key Findings

CIDs find smart city concepts too abstract unless tied to operations.

CIDs' focus on transportation coupled with recent technological advancements **provides a natural fit**. It also **presents an entrée to explore** other smart applications.

## Current Smart Project Applications:

- Traffic control and traffic counts
- Connected Vehicle technology
- Autonomous Vehicle infrastructure (ie - smart corridors)
- Public safety (ie - license plate readers, surveillance systems)

# Key Findings



CID can serve as testbeds for innovation to scale

Aerotropolis Atlanta CIDs have leveraged LCI funds to invest in smart technology:

- Traffic signals with communication capabilities
- Connected vehicle functionality
- Remote timing ability

# Key Findings

CIDs can be natural leaders in smart cities space.

Their nimbleness allows the opportunity to pilot new technologies in real-world conditions.

While mobility, beautification, and public safety have been traditional CID pursuits, tomorrow's needs point towards digital infrastructure (fiber, power).



# Looking Ahead

CIDs are **Resilient**

Because CIDs can retool purposes, they are early adopters in the urban innovation process.

CIDs are **Impactful**

Private sector management structures equip CIDs to handle changing real estate and political conditions.

CIDs can be the **Future**

Diversity of funding sources allows CIDs to withstand economic fluctuations.

More opportunities to join forces as CIDs proliferate.

# Find Out More

## Website

[www.CIDreport.com](http://www.CIDreport.com)

## Twitter

Smart Cities and Inclusive Innovation (SCI2)  
[@GTSCii](https://twitter.com/GTSCii)

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