



Oct. 3, 2024

Commissioner Ted Terry
DeKalb County Board of Commissioners

Dear Commissioner Terry,

I hope this message finds you well. I am writing to request your support for an important initiative that will help us demonstrate the economic potential of the Peachtree Creek Greenway (PCG) for DeKalb County.

We have already commissioned an Economic Impact Study (EIS) to provide a detailed analysis of the economic benefits that the Greenway will bring to our community. The study will offer a comprehensive breakdown of how each section of the Greenway will contribute to economic growth, such as increased property values, enhanced retail and business activity, and overall economic development in DeKalb County.

The study is being conducted by KB Advisory Group and will provide us with valuable data to quantify the returns on investment in the Greenway. For context, similar trails have shown significant economic returns: the Beltline generates \$10 in economic development for every dollar spent, and the Silver Comet Trail returns \$4 for every dollar invested. Given the unique position of the Peachtree Creek Greenway—connecting five major office parks along I-85, countless apartment homes, and numerous retail areas—we believe our economic impact could range from \$6 to \$8 per dollar spent.

We have raised \$10,000 so far and have made the initial down payment to begin the study. However, we still need to bridge a \$15,000 funding gap to cover the remaining costs. The total cost of the study is \$24,750, and we are requesting \$5,000 from the Commissioner's Office to help us close this gap.

The EIS will be a critical tool in demonstrating the Greenway's value to DeKalb County. By providing data on local economic and demographic impacts, visitor spending, public revenues, and more, the study will enable us to build a strong case for further investment from both public and private sources. It will also serve as a foundation for strategic planning, grant applications, and community engagement efforts, ensuring that the PCG delivers maximum benefit to our communities.

I have attached the full proposal for your review, which outlines the scope of work and the deliverables we expect from the study. This data will not only provide insights for local decision-makers but will also support efforts to secure additional funding to complete the Greenway. We greatly appreciate your consideration of this request and would be grateful for your support in funding this impactful study. I am happy to provide any additional information or answer any questions you may have.

Thank you for your continued support of the Peachtree Creek Greenway and for all you do for DeKalb County. I look forward to the opportunity to work together on this project.

Warm regards,

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