



TRUE NORTH 400

*A CATALYST FOR COMMUNITY
IMPROVEMENT*

2024 // 2025 ANNUAL REPORT



Mission: True North 400's mission is to steward its members' investment to undertake both large and small projects, encourage smart growth and deliver a highly amenitized community to live, work and play.

Vision: To be a catalyst for positive change, value creation and community experience to benefit its members.



Investing Today. Transforming Tomorrow.

The past two years have been defined by momentum.

Across Alpharetta, Milton and Roswell, True North 400 continued investing in projects that strengthen mobility, improve accessibility and support long-term economic growth. From advancing major transportation initiatives to expanding trail connections and enhancing key corridors, every project reflects our commitment to creating a stronger, more connected North Fulton.

Our work is possible because commercial property owners choose to invest together in the future of this community. Through partnerships with our cities, regional agencies and state leaders, we continue to maximize every dollar invested and create lasting value for the businesses, employees and residents who call North Fulton home.

2025 also marked an important transition for our organization. After more than two decades of dedicated leadership, Brandon Beach accepted the opportunity to serve our nation as United States Treasurer. His vision helped transform both our organization and the district, and we are grateful for the foundation he built. I am honored to continue that work alongside our dedicated Board of Directors, staff and partners.

As I continue in the role of Executive Director, I am excited about what lies ahead. North Fulton continues to grow, bringing new opportunities and new challenges. Our responsibility is not simply to keep pace with that growth, but to help shape it by investing in projects that improve connectivity, strengthen economic competitiveness and enhance quality of life throughout the district.

This report highlights the progress we've made together over the past two years, from advancing transformative projects like the Georgia 400 Express Lanes and Encore Greenway Park to expanding our district, launching Quick Wins projects and strengthening partnerships that will benefit our region for decades to come.

Together, we are investing today to transform tomorrow.



Kristin R. Winzeler

Kristin Winzeler

True North 400 Executive Director

TRUE NORTH 400 BOARD MEMBERS

Business Leaders Guiding North Fulton's Future

True North 400 is governed by a volunteer Board of Directors made up of commercial property owners and business leaders within the district who are invested in the long-term success of North Fulton. Their experience, leadership and local perspective help ensure every investment advances projects that improve mobility, strengthen economic competitiveness and enhance the quality of life throughout Alpharetta, Milton and Roswell.

The board provides strategic direction, financial oversight and accountability while fostering partnerships that maximize the impact of every dollar invested.



Tim Perry
Chairman

Jamestown



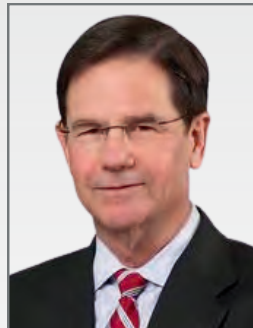
Leslie Day-Harrell
Vice-Chairwoman

Jackson Healthcare



Al Nash
Treasurer

Parallax Advisory Group



**Greg
Chapin**

Equus Capital Partners, LTD



**Bob
Cheeley**

Cheeley Law Group



**Tina Renee
McCall**

Cushman & Wakefield



**Nick
Nicolosi**

GGP



**John
Roberts**

UPS Corporate Real Estate



**Steve
Stroud**

Roswell Inc



**Bernie
Tokarz**

Cloverhurst LLC

TRUE NORTH 400 STAFF

Focused Team. Regional Impact.

EXECUTIVE DIRECTOR



Kristin Winzeler

Kristin Winzeler leads the day-to-day operations, strategic initiatives and infrastructure projects for True North 400. Since joining the organization in 2012, she has helped shape many of the district's most significant transportation and mobility investments before being named Executive Director in 2025. An active leader in Georgia's transportation community, Kristin is a past president of WTS Atlanta and a six-time recipient of Engineering Georgia magazine's Most Influential Women in Transportation recognition.

DIRECTOR OF DEVELOPMENT AND GOVERNMENT AFFAIRS



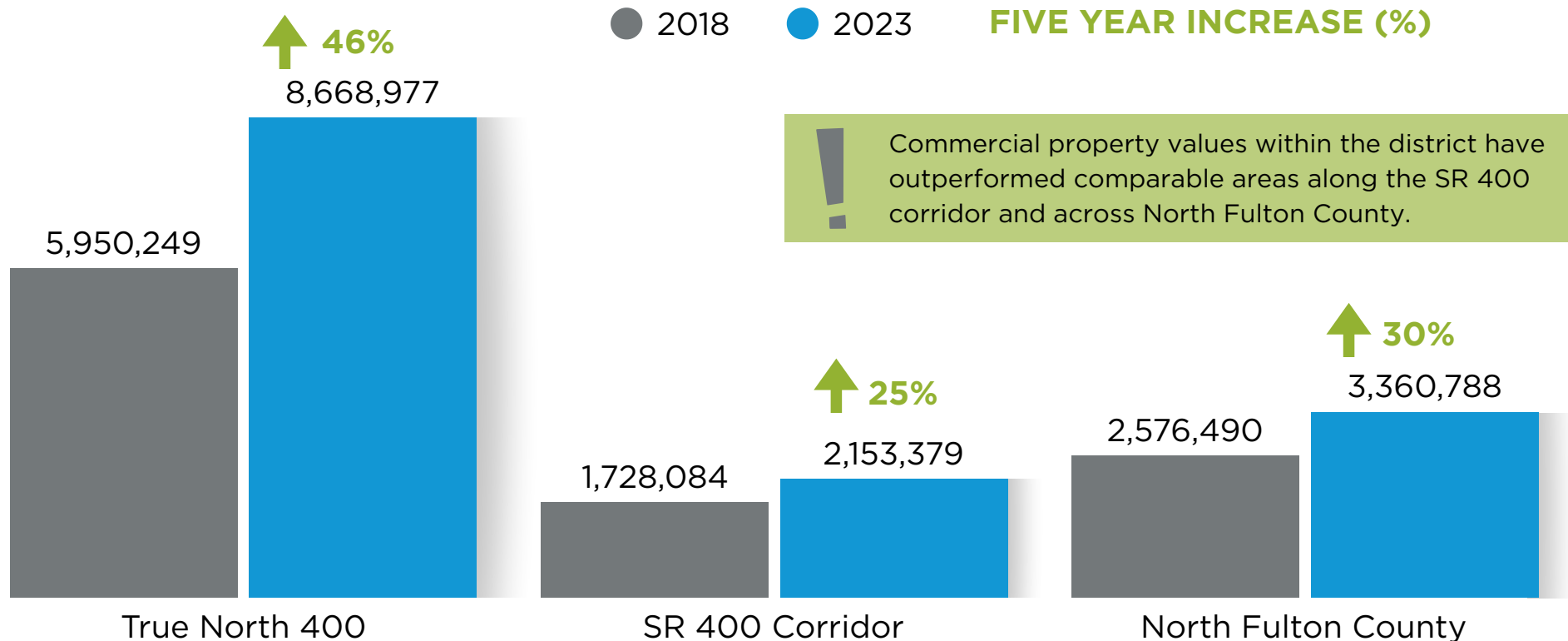
Alex Battle

Alex Battle leads True North 400's development, government affairs and stakeholder engagement efforts, helping strengthen partnerships and support the district's strategic growth. Since joining the organization in 2020, he has advanced from Program Coordinator to Director, expanding the CID's community presence and cultivating relationships with business and civic leaders throughout North Fulton. Alex serves on the Council for Quality Growth's Emerging Leaders Initiative Board of Directors.

In 2025, **Kristin Winzeler** was named Executive Director of True North 400, continuing the organization's work to advance infrastructure investment, mobility and regional connectivity throughout North Fulton.

STRENGTHENING THE CORRIDOR

CHANGE IN AVERAGE REVENUE-GENERATING PROPERTY VALUES



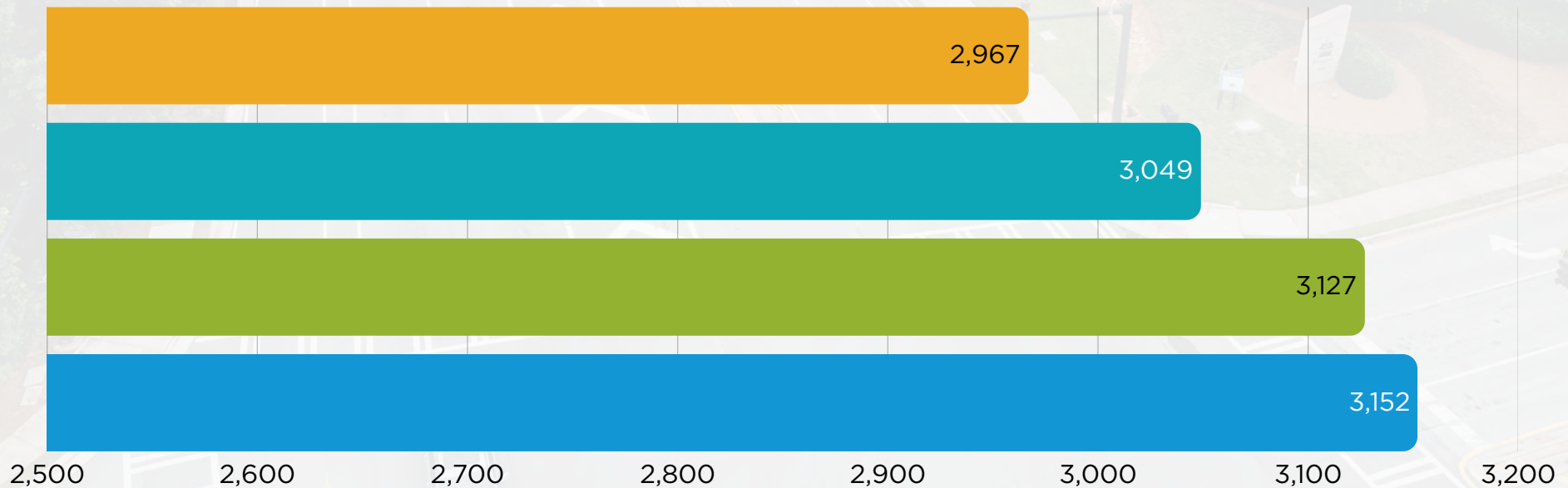
True North 400 contains more than **65,000 jobs**, accounting for **35%** of the total jobs in North Fulton.

DELIVERING RESULTS

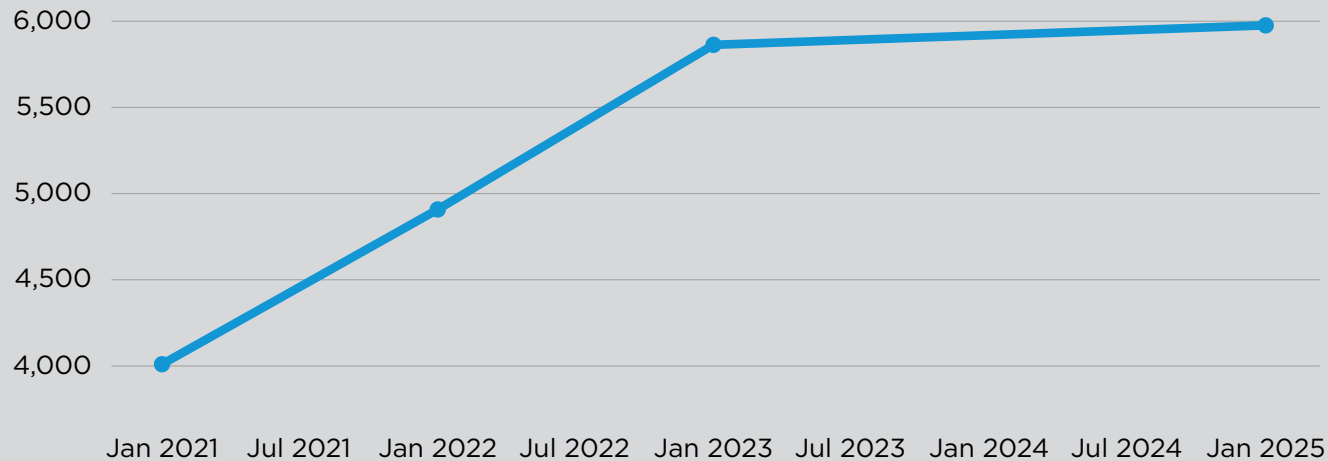
As of 2025, True North 400 has invested more than **\$32M** in projects and studies that have resulted in **\$262M** in investment in the district!

Parcels by Expansion Year

● 2021 ● 2022 ● 2023 ● 2025



TRUE NORTH 400 EXPANDED



*CID Growth
in Acreage*

CURRENT EXPANSION 2025

- Existing CID Footprint
- 2025 Expansion Areas

The 2024-2025 expansion brought the True North 400 Community Improvement District to **5,976** acres encompassing **3,152** parcels, further strengthening the district's regional impact

YOUR INVESTMENT HARD AT WORK

Turning Local Investment into Regional Impact



Commercial
Property
Owners



True North 400



Planning



Funding



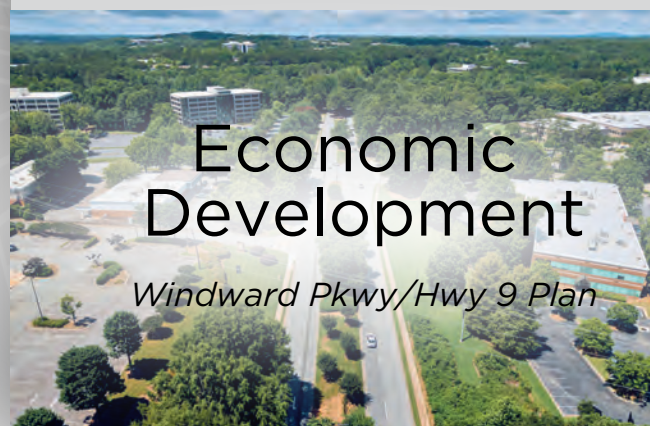
Partnerships



Infrastructure



Economic Growth





46%

commercial property
value growth

between 2018 - 2023

35%

of North Fulton
County jobs

are located within True North 400

TRUE NORTH 400 *STRENGTHENS* NORTH FULTON



61%

higher commercial
values than outside
the district

\$32M→\$262M

Every \$1 invested by True North 400
has generated approximately \$8.19
in additional public-private
partnership investment.

Every project True North 400 advances is designed to improve **mobility**, strengthen **connectivity** and encourage long-term **economic growth** throughout Alpharetta, Milton and Roswell. By leveraging partnerships and strategically investing member dollars, True North 400 helps create an environment where businesses can succeed, commercial properties retain their value and North Fulton continues to attract new employers, residents and investment.

QUICK WINS PROGRAM LAUNCHED IN 2025

TRUE NORTH 400 COMPLETED THREE QUICK WINS IN 2025



WHAT MAKES A QUICK WIN PROJECT?

- 1 Limited right-of-way impacts
- 2 Minimal utility coordination
- 3 Fast implementation
- 4 Visible community impact
- 5 Strategic infrastructure investment

SMALL PROJECTS. IMMEDIATE IMPACT.

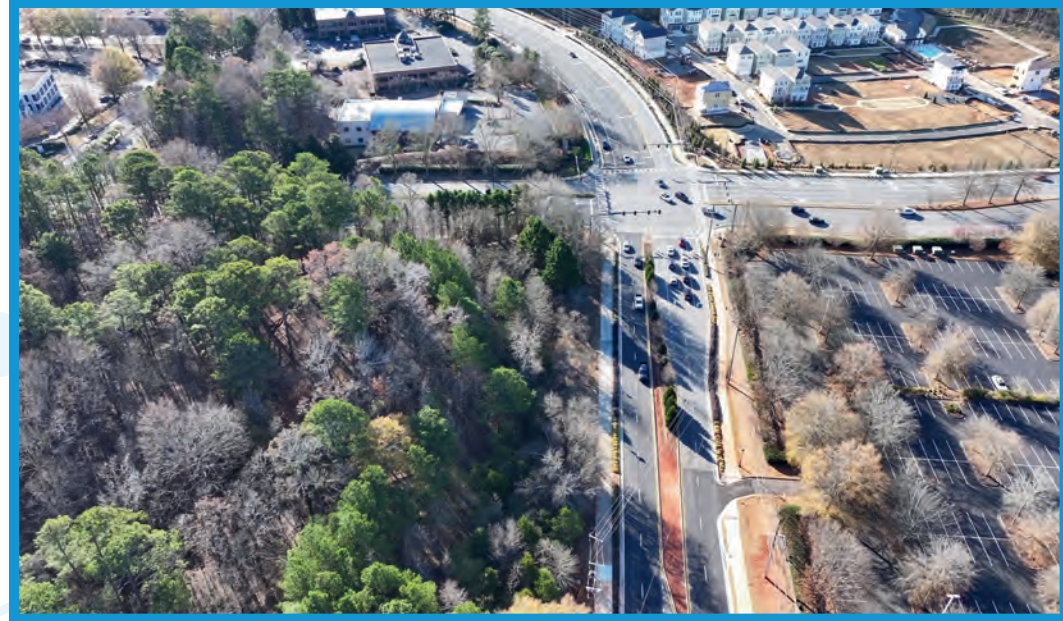
While major infrastructure projects often take years to complete, the Quick Wins Program allows True North 400 to respond quickly to emerging needs and deliver improvements that residents, employees and visitors can experience today. From pedestrian safety enhancements to intersection upgrades and transit improvements, these projects address immediate community needs while complementing the CID's larger, long-term transportation initiatives. By delivering visible improvements quickly, the program demonstrates how strategic investments can enhance mobility, accessibility and quality of life throughout North Fulton.

COMPLETED PROJECT

Kimball Bridge Road Gap Connection

The Kimball Bridge Road Corridor Multimodal Gap Connection is located along Kimball Bridge Road between North Point Parkway and SR 400. The multimodal connection consists of an approximately 450-linear foot shared-use path, separated from and parallel to the roadway.

The project, which included a **\$1.1 million investment** by the CID, constructed the remaining multimodal path connection between the Kimball Bridge Road Widening project completed by the City of Alpharetta and the Georgia Department of Transportation's bridge replacement project over SR 400 as a part of the SR 400 Express Lanes project.

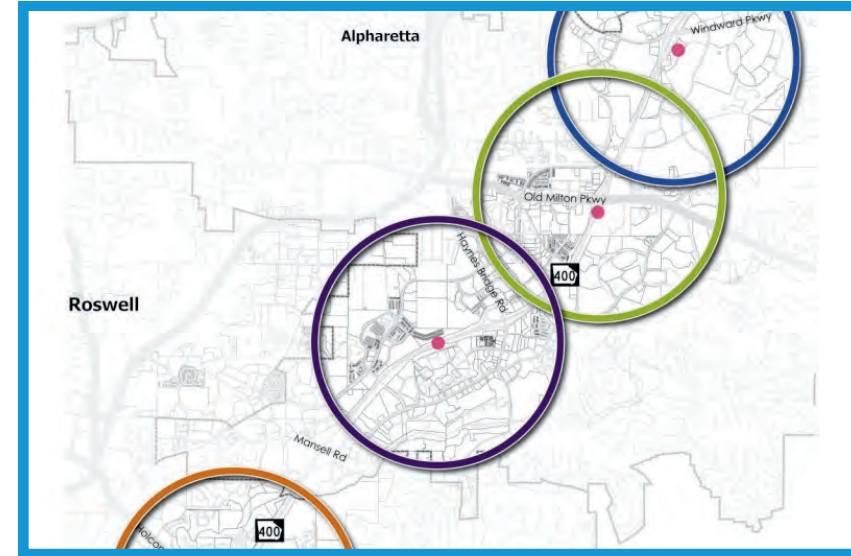


COMPLETED PLANS

SR 400 Station Area Plan

The SR 400 Station Area Plan was developed in partnership with MARTA, the Cities of Alpharetta, Milton and Roswell, and lays the groundwork for future last-mile connectivity to Express Lane Transit (ELT) stations along the SR 400 corridor.

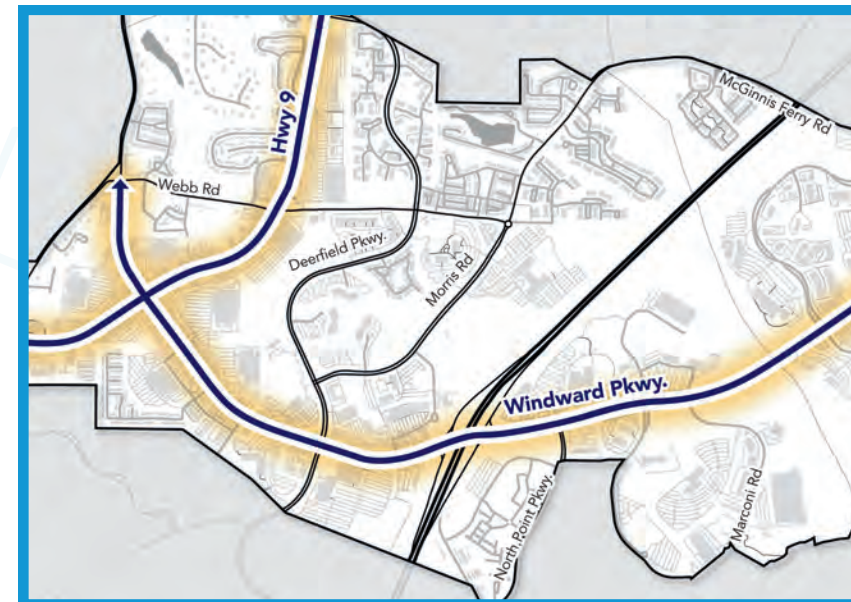
The plan was adopted by True North 400 in September 2024 and a \$2M grant to advance the conceptual design and preliminary engineering was awarded in 2025.



Windward Parkway & Highway 9 Strategic Plan

The cities of Milton and Alpharetta, in partnership with True North 400, created a strategic plan for the Windward Parkway and Highway 9 corridors. The 4.6-square-mile study area around these corridors is home to major employers, shopping destinations and thousands of residents.

This strategic plan, adopted in Spring 2024, identifies potential investments in mobility, transportation, green space and placemaking to improve the area's quality of life and economic competitiveness.



PROJECT IN PROGRESS: ENCORE GREENWAY PARK AND GATEWAY



The Encore Greenway Park & Gateway will create a new landmark entrance to the Big Creek Greenway while enhancing pedestrian connectivity and placemaking along North Point Parkway. The project is designed to improve access to the Greenway today while supporting a future connection to the AlphaLoop as the broader trail network continues to expand.

Made possible through the partnership between the City of Alpharetta and True North 400, the project will transform the area into a welcoming public space for residents, employees and visitors. In 2024, True North 400 approved \$1.5 million in funding for construction of the Encore Greenway Park & Gateway. Construction began in February 2025 and is now underway.

CID CONTRIBUTION
\$1.93M

TOTAL COST
\$9.83M

PROJECT PARTNERS
City of Alpharetta



GROUNDBREAKING EVENT: MARCH 20, 2025

PROJECT IN PROGRESS: DRYDEN ROAD EXTENSION AND CULVERT REPAIR



Identified in the CID's Blueprint III Master Plan, the Dryden Road Extension and Culvert Repair will provide much-needed connectivity in the Windward Parkway/Edison Drive/Marconi Drive area in Alpharetta. The new roadway will extend the current Dryden Road from Edison Drive to North Point Parkway just south of Windward Parkway. The project will also include a necessary culvert repair to be designed and built simultaneously.

The City of Alpharetta approved the concept and traffic management strategy. Design plans are in progress, and the environmental assessment and preliminary field plan review are complete. Construction is expected to start in 2026.

CID CONTRIBUTION

\$400K

TOTAL COST

\$3.4M

PROJECT PARTNER

City of Alpharetta

MOVING THE CORRIDOR FORWARD IN 2026



SR 400 Express Lanes
construction begins



Big Creek Greenway
connectivity project begins



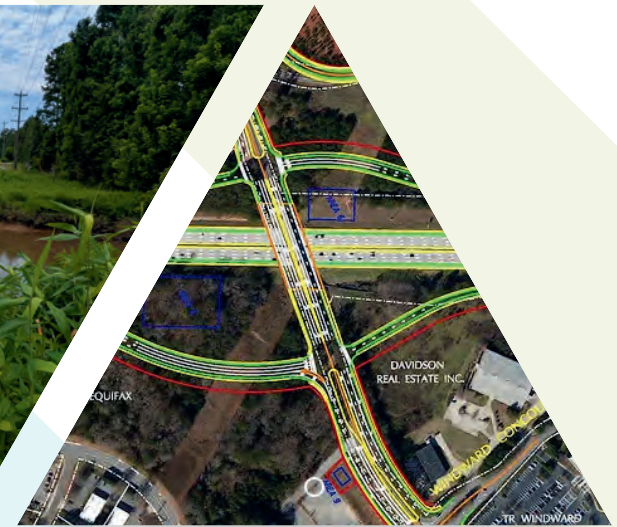
Kimball Bridge Road
Gap Connection project
is completed



Encore Greenway Park &
Gateway construction
continues



McGinnis Ferry Interchange
is completed



*Planning today for a stronger, more
connected North Fulton tomorrow.*

PARTNERSHIPS MULTIPLY IMPACT

Every successful project begins with collaboration. By working alongside local governments, state agencies, business organizations and private-sector partners, True North 400 transforms local investment into regional progress.



"True North 400 continues to demonstrate how thoughtful infrastructure, strong partnerships and long-term planning create confidence for employers, developers and investors alike. The organization's work is helping strengthen North Fulton's business climate while supporting sustainable, smart growth that benefits the entire community."



Trey Ragsdale
Government &
Community
Relations Officer,
Kaiser Permanente



Kali Boatright
President & CEO, Greater North Fulton Chamber

"Strong communities are built through solid collaboration. True North 400 has been a key Chamber partner as we bring together business leaders, local governments and regional organizations to advance projects that strengthen North Fulton's economy and drive business success. The CID's long-term vision and investment in meaningful infrastructure projects drive real results that continue to make North Fulton one of the most competitive places to do business in Georgia."



Freda Hardage
MARTA Board of Directors, Fulton County Seat

"Investing in transportation is ultimately an investment in people. True North 400 not only understands that improving mobility means creating better access to jobs, businesses and opportunities, but also has invested funds to make plans a reality. Their leadership and partnership have helped move important transit and infrastructure initiatives forward, making North Fulton better connected today while preparing the corridor for the transportation needs of tomorrow."

PARTNERS





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