

MERCEDES BENZ IS COMING!

RELOCATES U.S. HEADQUARTERS

Learn why the German automaker chose Sandy Springs - Page III



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STATE OF THE CITY

MAYOR EMPHASIZES BUSINESS AND EDUCATION

“Community” was the theme of Sandy Springs Mayor Rusty Paul’s State of the City address, delivered before the Sandy Springs/Perimeter Chamber of Commerce on March 5, 2015. More than 240 local community and business leaders gathered at the Westin Atlanta Perimeter North for the update.

Mayor Paul began his appraisal on City happenings with a look at the progress of the City’s downtown development. The State of the City followed a community meeting the evening before with more than 200 residents gathering to provide their input on visual preferences for the exterior design of the City’s new civic facilities.

“Downtown is about bringing everyone together. It is more than a business district; it’s an activity district. Our City Center project is about making downtown everyone’s neighborhood; a place where we come together to have fun,” said Mayor Paul.

Mayor Paul added that the presence at the visioning session is representative of the community’s genuine excitement about what is going on with redevelopment in the area. He said the City is also focused to the future, with planning underway to create a vision for redevelopment along Roswell Road.

“When the development community comes in with plans, we tell them ‘no’ or ‘maybe.’ It’s frustrating for everyone, because we don’t have a clear

vision of what kind of Roswell Road we want and how to best help deliver it. We want to make Roswell Road a walkable,

want to be able to serve the neighborhoods surrounding those areas.”

In addition to Roswell Road, Paul



Mayor Rusty Paul addressed a crowd of more than 240 community and business leaders at the Sandy Springs Perimeter Chamber of Commerce Annual Breakfast.

fun place. We have to engage the property owners in this visioning process. It’s complex and complicated, and we

said the City is focusing on development in other key areas of the City, including the city’s northern end and

the Powers Ferry area where the Braves will soon be close neighbors. He also spoke about the need for a sustainable growth plan for the Perimeter Business District, where transportation is a major challenge.

“If we don’t engage in the transit system, then we’ll drown in vehicular traffic,” said Paul. We have the players at the table – the cities of Dunwoody and Brookhaven, the Perimeter Community Improvement District (PCID) and MARTA. We have multi-modal options. We need to figure out how to get the companies and employees in that area to utilize those systems.”

Mayor Paul ended his comments with a challenge to the business community to become more involved with the city’s public schools.

You can see the Mayor’s entire State of the City address along with a question and answer session by visiting the the city’s website: sandyspringsga.gov

City Center Website:
SandySpringsCityCenter.com

E-Newsletter Sign Up:
sandyspringsga.gov/signup

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Photo of Mayor by www.ikahnimageryphotography.com – Photo of Mercedes Sign by [JuliusKielaitis / Shutterstock.com](http://JuliusKielaitis/Shutterstock.com)

BUY LOCAL – EAT FRESH

The Heritage Sandy Springs Farmers Market will open for the 2015 season on Saturday, April 11, 2015 at 235 Sandy Springs Circle. Grab your friends, family and pets and meet your neighbors on Saturday mornings for a truly enjoyable community gathering. Start your morning off with a cup of freshly roasted coffee and a delicious sausage biscuit, then shop for local, naturally grown produce, pasture-raised meat, farm fresh eggs, along with an assortment of specialty food items. Find a spot at the picnic table and play games while enjoying live



entertainment by one of several market musicians. The Heritage Sandy Springs Farmers Market will run every Saturday, April-November, 8:30 a.m.-noon. Each Saturday market features live music and nearly 50 vendors offering an abundance of fresh, local produce, along with pasture-raised meat and pork products, farm fresh eggs and dairy products, and a wide variety of prepared foods. Find out more online at sandyspringsfarmersmarket.com and on Facebook at facebook.com/sandyspringsfarmersmarket.

INVESTING IN INFRASTRUCTURE

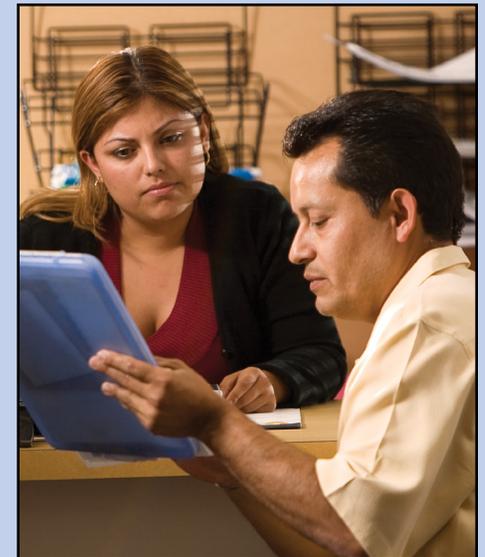
Johnson Ferry Road/Mt. Vernon Highway: The City will host a Public Information Open House on April 2 regarding planned road improvements in the Johnson Ferry Road/Mt. Vernon Highway corridor. The proposed project will improve traffic operations and install pedestrian improvements. The Open House will take place from 6-8 p.m. at Sandy Springs City Hall, 7840 Roswell Road, Building 500 in the Council Chambers. The Open House will be informal, and the public is invited to attend anytime during those hours. There will not be a formal presentation.

Spalding Drive at Mount Vernon Intersection: This safety-focused project re-aligns the intersection and adds a traffic signal, which is expected to enhance traffic operation. During the construction phase, the intersection will be closed with a detour route in place. Construction is expected to begin in April, with completion anticipated in Fall 2015.

For information about other road improvement projects in Sandy Springs, visit the project page on our website: sandyspringsga.gov/roadprojects

RENEWING YOUR BUSINESS LICENSE

Are you a business owner in Sandy Springs or want to start a new business? Businesses located in Sandy Springs are required to obtain a Business Occupational Tax Certificate. Often referred to as a Business License, the Certificate is valid for a calendar year and must be renewed annually. The deadline for renewal is fast approaching, so be sure to mark your calendar and file your renewal application with the City by close of business on March 31, 2015.



ENJOY BEING OUTDOORS THIS SPRING

The Sandy Springs Recreation and Parks Department offers programs for adults looking to get outside and get active!

Celebrate spring in our beautiful city on the Chattahoochee at the Canoe, Kayak and Stand Up Paddleboard Intro & Demo Day scheduled for Saturday April 11, 2015 from 10 a.m.-1 p.m. at Morgan Falls Overlook Park. Partnering with High Country Outfitters, this all-ages event is designed to introduce the community to paddling emphasizing safety, enjoyment and skill building. The event is free, pre-registration is requested. Children are welcome with adult supervision.



Sandy Springers aged 50 and above are invited to take a swing at this year's Fulton Golden Games Doubles Tennis Tournament. The

Fulton Golden Games is a month-long event and provides adults 50 and over an opportunity to participate



in a variety of sports competitions, meet new people, learn new leisure skills, and become more aware of

the recreational opportunities available to them. The Golden Games attracts more than 500 adults who participate

in more than 15 days of athletic and recreational events including tennis, golf, softball, hiking, and much more. Lunch is provided at most of the events, and an awards luncheon is featured at the end of the month with medals and prizes. The Sandy Springs Recreation and Parks Department will host the 2015 Fulton Golden Games (FGG) Doubles Tennis Tournament at the Sandy Springs Tennis Center. The registration fee is \$15* per person and enables individuals to participate in as many of the Olympic-style events and activities as they like

(additional fees may apply for some activities and athletic tournaments.)

WILLKOMMEN MERCEDES BENZ

Sandy Springs started the year on a positive note when Mercedes-Benz announced plans to relocate its U.S. Headquarters here from Montvale, NJ. Sandy Springs is already home to more Fortune 500 companies per capita than any U.S. city. Mercedes-Benz will join other headquarter companies such as Veritiv, UPS, Newell Rubbermaid, AirWatch, InterContinental Exchange, Cox Communications, First Data and other great brands that call Sandy Springs home.

The new corporate campus will be on the north side of Abernathy Road, west of Georgia 400. Mercedes-Benz

will anchor an adjacent planned residential and retail development. The company plans to open temporary offices in Dunwoody this summer, until its new campus can be constructed. The company expects to employ approximately 800 positions, with approximately half of those being local hires. Existing Mercedes-Benz employees have been offered relocation packages, and those employees have been visiting the metro area, as they seek to find out more about living options in the area.

According to Mercedes-Benz USA CEO Stephen Cannon, employee talent and access to mass transit drove

their site selection decision. This is a big change from 10 years ago, when operating costs were the primary decision factor in relocation deals. Retaining and attracting talent is now one of the biggest challenges for companies. There is a focus now on where employees

prefer to live and work, and that includes a company's ability to access their workforce through a variety of transportation options, including mass transit.



ARBOR DAY PARTNERSHIP ADDS NEW CANOPY TO JOHNSON FERRY ROAD

On a brisk Friday morning in February, city staffers joined representatives from the UPS Foundation, Sandy Springs Conservancy and area residents to plant 18 Bosque Elm trees along Johnson Ferry Road. The idea of the planting took root with the neighborhoods. With support from the

Conservancy and funding from the UPS Foundation, 18 Bosque Elms were planted in honor of Arbor Day, with more than 100 Trident Maples also planned for planting. These planting efforts help the City achieve designation as a Tree City USA, an honor the City has achieved for the past six years.



NO CHARGE TO CHARGE AT HAMMOND PARK

If you own an electric vehicle, a day at the park could help charge you physically, and could refuel your car as well. On March 10, 2015, the City unveiled a new electric vehicle charging station at Hammond Park. The funding for the station made possible through a grant from the Georgia Environmental Finance Authority (GEFA).

GEFA designed the incentive program to increase the number of electric vehicle charging stations throughout the state. The program provides cities with a rebate to install alternating

current (AC) Level II and direct current quick charging stations.

Sandy Springs matched the \$6,340 it received in grant funding for a total cost of \$12,680 for the installation. As part of the program, the City agrees to keep the charging stations operational for at least three years, providing semi-annual data from the charging stations to GEFA during that time. Currently, there is no charge to charge your vehicle, but there is a three-hour time limit to use the charging station.

LET'S HUNT SOME EGGS!

It's that time of year, so why not join in the fun on Saturday, March 28 with a good ol' fashioned egg hunt? Children will enjoy friendly competition chasing after and collecting brightly colored eggs. Activities include the egg hunt, face painting and checking out the City's fire truck. Egg hunt times are 10:30 a.m. (ages 1-3), 11 a.m.



(ages 4-6) and 11:30 a.m. (ages 7-9). Registration opens at 10 a.m. at the Hammond Park Turf Field, 705 Hammond Drive. The North Perimeter Optimist Club sponsors this event which is organized in cooperation with the Sandy Springs Recreation and Parks Department. We'll see you there! Don't forget your camera!



Photo of Mercedes Car by Darren Brode / Shutterstock.com

SPRING AND SUMMER CAMPS

Considered one of the city's best kept secrets, the affordable and fun spring and summer camps offered through the Sandy Springs Recreation and Parks Department are a wonderful way for children to spend their spring break or the long, lazy days of their summer vacation. Whether your child is an artist, an athlete or both, there is something for every youngster.

This year, Fulton County Schools has its spring break the week of Monday, April 6-Friday, April 10. There is still space available for Art a La Carte Kidsz art camp for children ages 6-13 years old. Campers will explore a variety of mediums including 3-dimensional sculpture, unique surfaces and more. All art supplies are provided and children



will be divided age appropriately and according to the needs of each group.

During the summer break, the city's parks will be filled with happy campers

sampling the many types of programs available including, sports, gymnastics, art, theater, science and music. Registration for these camps is already underway.

The Sandy Springs Recreation and Parks Department is also proud to offer programming for children with special needs. The camps will be under the instruction of adaptive PE and Special Education Teachers and Para-Pros.

For more information on Sandy Springs Recreation and Parks camps and to register your child, visit our website: sandyspringsga.gov/registration. You can also sign up in person at Hammond Park Gymnastics Center, 705 Hammond Dr. or call (770) 730-5600.

NATIONAL KIDS TO PARKS DAY

Children across America will take part in a grassroots movement to reclaim America's parks through play on Saturday, May 16, 2015 during the National Park Trust's fifth annual National Kids to Parks Day. Sandy Springs and other cities across the nation are committed to a simple motto: "active kids are healthy kids," and National Kids to Parks Day encourages residents to use local parks and recreation sites to develop more active,

healthy lifestyles. In Sandy Springs, children, and their families are invited to a special community event at the Hammond Park Turf Field, 705 Hammond Dr. from 10 a.m.-4 p.m. The event will feature an All-Star Active Ultimate Fitness Challenge, inflatable playgrounds, water slides, face painting, music, raffles and more. There is no cost to participate, but the time spent having fun is priceless!



CONCERTS BY THE SPRINGS IN HERITAGE PARK

Heritage Sandy Springs recently announced its 19th Season of Concerts by the Springs. Held once a month, May through September on Sunday evenings, the outdoor concert series is free and open to the public. Concerts are held from 7:00-8:30 p.m. and are located at Heritage Green on The Sandy Springs Society Entertainment Lawn, 6110 Bluestone Road, Sandy Springs, Georgia. Celebrating its nineteenth year, this celebrated community tradition will feature five unforgettable performances, offering something for all ages and audiences.

Concert enthusiasts are encouraged to arrive early and picnic with family and friends.

Gates open at 5 p.m. Blankets and coolers are welcomed; no outside tables permitted. Pets and smoking are not allowed. A limited number of tables with seating for six are available for purchase. For more information on how to reserve these tables, you can visit heritagesandysprings.org or e-mail events@heritagesandysprings.org.



May 10, 2015: Douglas Cameron Orchestra (*big band*)

June 14, 2015: Drive Time Band (*Top 40*)

July 12, 2015: The Tams (*Beach Music Legends*)

August 2, 2015: The Return (*Beatles Tribute*)

September 6, 2015: Banks and Shane (*Hometown Favorite*)