

MAYOR'S MEMO

THIRD QUARTER 2021



My favorite time of the year is upon us. What's not to like about fall weather, football season, and the Cumming Country Fair & Festival? We are excited about the return of the fair this year and anticipate it to be the largest we've ever had. The "Scare Fair" haunted attraction, which benefits the American Cancer Society, will return this year to Horton Hall every day of the fair, as well as two additional weekends in October. We've stepped out of the norm on music by adding some classic rock with two outstanding tribute bands representing Elton John and The Eagles, while country music superstar Josh Turner will also perform.

Just as I am thrilled about the fair returning, I'm equally as pleased with the City's fall financial standings and progress of the City Center. As of the first of September, the City had \$38 million dollars of cash on hand. Our general fund revenue is \$3,986,000 **above** expenditures, and the water fund revenue is \$6,480,000 **above** expenditures! The City Center is progressing at a rapid pace and we are adding exciting new tenants just as rapidly. We are just a

few months away from tenants beginning their build-outs, and anticipate most of them opening for business in the first quarter of 2022. The City Center will add another \$3,000,000 in revenue to the City annually.

Another major project near completion is the Buford Dam Road extension. This will connect Castleberry Road to Buford Dam Road at Atlanta Road (where Buford Dam Road currently ends). This will create a great way to bypass the square on the south side. Improving traffic flow is a top priority, and there are several other improvements in the pipeline that will have a great impact. Our traffic is not due to City of Cumming residents (Cumming's population has grown by only 6,711 people in the past **100 years**, while Forsyth County has grown by 75,772 people in just the past decade), but rather because we are happy to serve as the commercial hub of Forsyth County, creating commercial economic opportunities for our entire community. No doubt about it: the future is bright for the place that I love to call home!

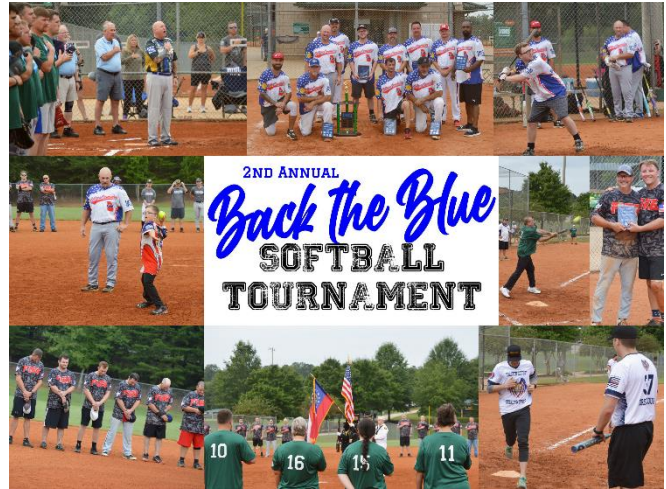
Sincerely,

Troy Brumbalow
Mayor

About the Mayor's Memo: A publication by the City of Cumming used to help inform our residents, businesses, newcomers, and visitors of all the great things going on in the City of Cumming! Presented in addition to the City's monthly e-newsletter; mailed and shared electronically at cityofcumming.net and at **City of Cumming-City Hall on Facebook**. To stay up-to-date on the City of Cumming, **please sign up** for our **monthly e-newsletter** by emailing clcdford@cityofcumming.net (Subject Line: E-News Signup) and liking us on **Facebook** ([facebook.com/cummingcityhall](https://www.facebook.com/cummingcityhall)) and **Instagram** ([@cityofcumming](https://www.instagram.com/cityofcumming))! (Over)

Third Quarter 2021 Highlights

The City of Cumming was proud to again participate in the **Back the Blue Softball Tournament** on Sept. 18th at Central Park. This was the second year of the event, which pitted teams from the City of Cumming/Cumming Police Department, Forsyth County Sheriff's Office, Forsyth County Fire Department, Forsyth County Government, and Forsyth County Schools against one another in the battle to take home the event's traveling trophy. The team representing the City of Cumming again won the top honor, but most importantly, the event raised \$30,000 for B.A.D.G.E. of Forsyth, a benevolence fund that supports Cumming and Forsyth first responders during times of personal crisis. We were also thrilled to have our "Honorary Mayor" Charlie Westbrook, 12, again throw out the first pitch during the opening ceremony. Thank you to all the teams and everyone from the community who supported our local heroes through this family-friendly event!



(Photos at left are courtesy Forsyth County News)

September, we launched a new social media campaign on the City Center's Facebook and Instagram accounts (@cummingcitycenter) which utilizes **#familyfeature** to officially welcome our tenants as they sign their finalized lease agreements. Our first City Center **#familyfeature** tenant is **Pieces & Peaches**, a retail shop that features fashion-forward clothing and accessories. Owner Christine Fowler (pictured above with her daughter, Ansley, and Mayor Brumbalow after signing her lease agreement on Sept. 15th) is excited to join the Cumming City Center family with Pieces & Peaches' first brick and mortar storefront after running the business as an online-only venture for the past four years. Be sure to follow **@cummingcitycenter on Facebook and Instagram** for our tenant announcements!

Mayor Brumbalow requested the "Cumming Home" water tower near Ga. Hwy. 400 Exit 14 be lit **red, white and blue** from Sept. 2-12 in recognition of the 13 service members who were lost during the recent attacks in Kabul, Afghanistan, as well as in honor of the 20th anniversary of the Sept. 11, 2001, terrorist attacks. May we never forget the lives lost in either of these horrific events.

