



# Recap of Previous Meeting

# Committee's Role and Scope

- **East Gainesville Strategy**
  - Attracting Businesses & Retaining Businesses
  - Business Incentives
  - Enterprise Zone Update
  - Focus – Waldo Road/University Avenue Corridor
- **Support and Assistance for Minority Businesses**
  - Non-Traditional Loan Assistance Programs (private sector)
  - Traditional Financial Institutions (private sector)
  - Grant Writing

# Committee's Role and Scope

- **Increased Community Partnerships**
  - Business community, places of worship, investors, realtors, etc.
  
- **Better City Marketing Strategy & Promotional Campaign**
  - Radio
  - Newspaper
  - Social Media



# Staff Updates



# General Government Communications Office

Bob Woods

# Communications/Marketing Tools and Strategies

- Public information/education campaign planning
- PSAs on Channel 12
  - Also on YouTube, Google+, Facebook, Twitter
- Audio PSAs for radio broadcast
- Electronic message board on Channel 12
- Press releases, other email blasts
- City website
  - Newsroom, City Spotlight

# Communications/Marketing Tools and Strategies

- Social media channels
  - Facebook, Twitter
- Publications
  - City Manager's Biweekly Report to the City Commission, released twice a month
  - Municipal Minutes, e-newsletter released monthly
- openGNV
  - engageGNV surveys, talkGNV (Telephone Town Halls)



# GRU Communications Efforts

## Magi Crawford



# GRU Improvements

## ■ Infrastructure

- Above-Ground Equipment
- Cast-Iron Pipes
- Cable Injection
- Water main and sewer improvements

## ■ GRUCom

- Ashley Park
- Eastside Community Center – Digital Divide WiFi
- Alachua County Schools and Library Districts
- Nearly all government facilities
- Ad Campaign



## Office of Equal Opportunity

# Small, Minority, Women, & Service Disabled Veteran Business Program

# Promotion of Minority-Owned Business Opportunities

## Access to Businesses

- The OEO maintains a list of all small, minority, women and service-disabled businesses. Purchasing maintains a list of all registered vendors.
- The OEO also maintains a listing of black-owned businesses as a part of our small business listing which is distributed to City departments and made available on the City's web page. *(We can also segment by Hispanic-American, Asian-American, Native-American, etc.)*
- The OEO has access to various listings from the Florida Office of Supplier Diversity.

# Community Partnerships

- The OEO continues to build partnerships with local agencies including organizations in the north central Florida region
  - SBA
  - SCORE
  - SBDC
  - Gainesville Area Chamber of Commerce
  - University of Florida Small Business & Vendor Diversity Relations
  - Expansion efforts ongoing that target agencies that connect with Minority, Women, and SDV businesses

# Update on Business & Technical Assistance Workshops

## ■ **Small Business Workshop**

(Targeting District #1)

**Date:** May 4<sup>th</sup> from 3-5pm

**Location:** Thelma Bolton Center

## ■ **City of Gainesville**

### **Inaugural MatchMaker**

**Date:** May 24<sup>th</sup> from 3-5pm

**Location:** City Hall Auditorium

**As mentioned, dates for other commission district targeted workshops are being planned for the remainder of the FY**

## ■ **Small Business Training Seminar Part I**

**Date:** TBD

### **Topics:**

- The Bid Process: The Devil's in the Details
- Proposals Part I
- Business Development

## ■ **Small Business Training Seminar Part II**

**Date:** TBD

### **Topics:**

- Proposals Part II
- Presentations
- Networking/Self-Presentation

# Financial Assistance & Grant Writing Support

- **Local Resources**
  - **North Central Florida SCORE**
  - **Santa Fe CEID**
  - **Small Business Development Center**
  - **Local Banks**



## Economic Development and Innovation

# East Gainesville Economic Development Approach

Erik A. Bredfeldt

## Existing Opportunities/Resources

- GTEC and Catalyst Buildings/Innovation Zone
- Gainesville Airport, Industrial Park, and Fairgrounds
- UF Eastside Campus
- Reorientation of Enterprise Zone Program
- Armory Building
- Retail Development/Retail Sites
- Hatchet Creek
- NE Industrial Park
- Lot #10/Parking Lot #2



# Available Tools/Challenges

## Available Tools

- 50% Reduction of Development Fees in reconstituted Enterprise Zone
- Layer of available State Incentives (Targeted Industry, Workforce, Infrastructure)
- Project Facilitation Services

## Challenges

- Resources
- Land Assembly
- Environmental Conditions
- Market Forces



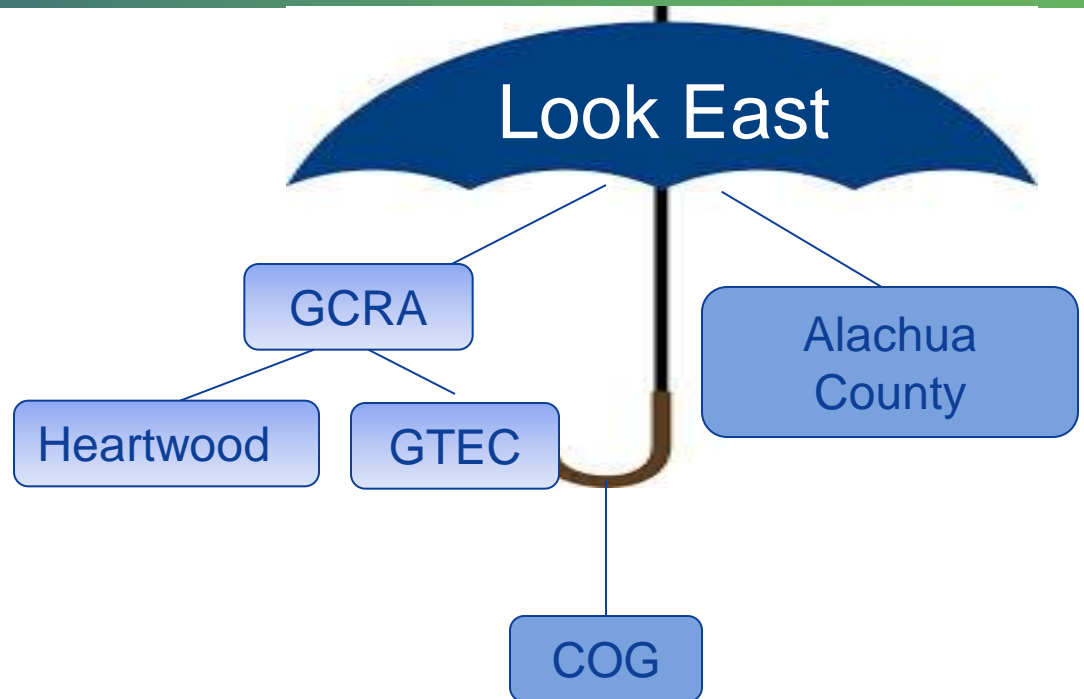
Community Redevelopment Agency

# Look East Campaign

## Michael Beard

# Campaign Goals

- Dispel negative perceptions
- Attract private interest and ownership
- Deliver a message filled with Hope, but tempered with the possible



# Look East Campaign Deliverables

## WEB



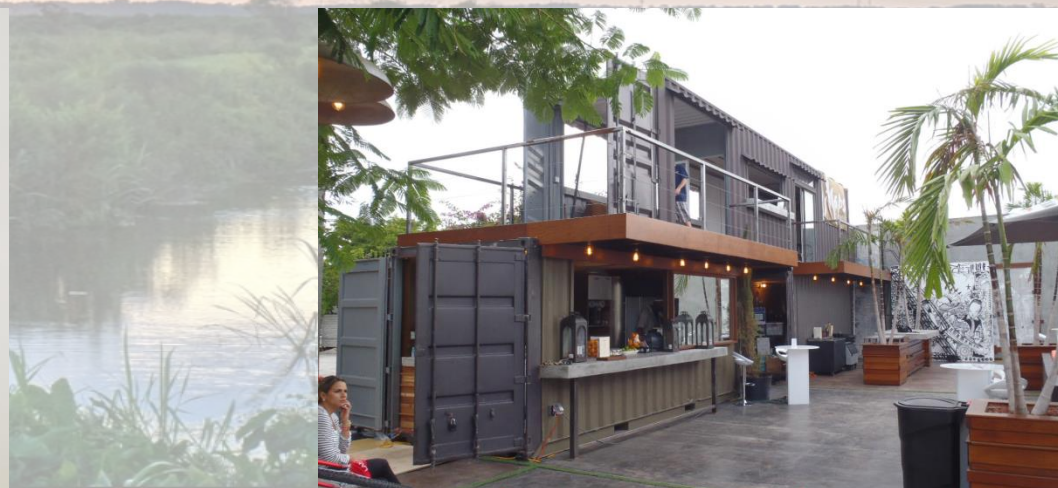
## Video



## Printed Collateral

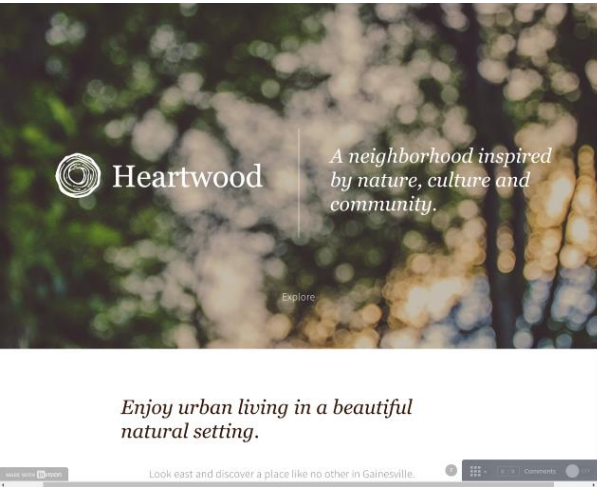


## Programming



# Heartwood (example)

## Web



## Look and Feel



## Bus Stop



## Signage





Human Resources/Organizational Development

# Diversity Recruitment Efforts

## Paul Forté, Jr.

# Diversity Recruitment Efforts

***Diversity Recruitment/Community Relations Awareness, Make Ready Employability and Preparation Skills Training, Workshops, Forums, Brown Bag Lunches, Word of Mouth Educates Citizens, GG and GRU have and continually collaborates and communicates that:***

- High Quality Employer recognizes, realizes, embraces and commits human and financial resources, coaching, training, mentoring to:
  - Proactively, aggressively, actively and continually meet and network, communicate and market **ALL** GG/GRU jobs, minority vendor resources and current and upcoming opportunities **available** to East Gainesville (citizens, Churches, organizations, groups, etc.)
  - ID, seek, proactively and aggressively reach out to East Gainesville Black, Vets, Minority, and Otherwise Qualified (ADA & ADAAA) (BVOQ) Business owners, vendors. Encourage and equip BVOQ's interested in business start-up opportunities, available resources, training, sponsors.

# Diversity Recruitment Efforts

- Establish continual education and training opportunities, workshops, forums, meetings to obtain, build and enhance substantively measurable:
  - Marketable +
  - Competitive +
  - Optimal + *Prepared , Qualified, Certified, Performance Skills = **City of Gainesville GG & GRU “Inclusive Excellence” Citizen Success!!***
- **What are we doing?**
  - Sharing and establishing East Gainesville and other community networks and working collaborations
  - Meet and collaborate with Faith Based Leaders
  - Meet and collaborate diversity recruitment with GG & GRU Departments (APPD, RTS, GPD, GFR, PW, Energy Delivery, Energy Supply, Purchasing, PRCA, OEO, GRU CR, etc.)





General Government Purchasing Division

# Small Business Procurement Program Aleta Cozart Purchasing Manager

# Small Business Procurement Program

- General government purchasing requests up coming projects and anticipated bids from departments quarterly
- Forwards a copy of all bids received to the Equal Opportunity Office
- Access the small business directory by commodity code to determine vendors to upload to Demandstar for notification of the bid and all addendums

# Small Business Procurement Program

- General Government bids include the following
  - Link to EO-Small Business Directory
  - A listing of qualified businesses is located on the City's website at:  
[http://www.cityofgainesville.org/Portals/0/eo/Small\\_SDV%20Business%20Listing%20\(1.28.16\).pdf](http://www.cityofgainesville.org/Portals/0/eo/Small_SDV%20Business%20Listing%20(1.28.16).pdf)
  - Add to evaluated bid document boilerplates- RFP, RFQ, BEB.
  - SERVICE-DISABLED VETERANS' BUSINESS (check one)
  - Is your business certified as a service-disabled veterans' business? YES NO

# Small Business Procurement Program

- General government purchasing has added the following policy changes
  - Purchases over \$2000 and less than \$50,000 will require three written quotes, including one from a certified small and/or service-disabled veterans' business, if it exists

# Small Business Procurement Program

- Policy Changes

- Anticipated purchases greater than \$50,000, and qualification based, if a business has been certified as either small or a service-disabled veterans' business, it will be awarded an additional 5% of total points but will not be awarded for being both small and service-disabled veterans' business.

# Small Business Procurement Program

- Policy Changes
  - Includes sheltered market opportunities for small and service-disabled veterans' business enterprise



GRU Administrative Services

# Quarterly Procurement Activities Steve Stagliano

# Quarterly Procurement Activity Update

## Projected Purchases by Quarter - FY17

**FOR INFORMATIONAL AND PLANNING PURPOSES ONLY - ESTIMATED AMOUNTS ARE NOT FOR DISCLOSURE TO NON-CITY PARTIES**

**Department Name:** \_\_\_\_\_

**Submitted By:** \_\_\_\_\_

**Report Date:** \_\_\_\_\_

**What to include:**

Capital and O&M purchases/contracts and construction projects with an estimated cost of \$50,000 or more  
Annual Contracts with estimated spend of \$50,000 or more

**What not to include:**

Purchases less than \$50,000  
Purchases made under an existing City/GRU contract or a Cooperative contract (State, etc.)  
Purchases from a sole or specified source, utilities

Quarter 1		Quarter 2		Quarter 3		Quarter 4	
<b>Description:</b>	<b>Estimated Cost</b>	<b>Description:</b>	<b>Estimated Cost</b>	<b>Description:</b>	<b>Estimated Cost</b>	<b>Description:</b>	<b>Estimated Cost</b>
<b>Division:</b>		<b>Division:</b>		<b>Division:</b>		<b>Division:</b>	
Quarter 1		Quarter 2		Quarter 3		Quarter 4	
<b>Description:</b>	<b>Estimated Cost</b>	<b>Description:</b>	<b>Estimated Cost</b>	<b>Description:</b>	<b>Estimated Cost</b>	<b>Description:</b>	<b>Estimated Cost</b>
<b>Division:</b>		<b>Division:</b>		<b>Division:</b>		<b>Division:</b>	



# Quarterly Procurement Activity

- Discussed with GRU Leadership Team
- Introduced at GRU Budget Kick-off
- Not included in budget package
- Start October 2016
- Updates to be requested Sept, Dec, March, June
- Template Reviewed with GG



## GRU Purchasing

# Upcoming Purchases

Joann Dorval, Purchasing Manager

# Upcoming Purchases

- Pole Inspection \*
- Courier Services \*
- Traffic Control Plan \*
- Grounds Maintenance \*
- Hauling Contractor for on-site landfill \*

\* Annual contracts

# Upcoming Purchases

- Human Resources Information System
- Telecommunications Phone Line Conversion
- South Energy Center Expansion Phase II
  - Mechanical & Electrical Package
- Electrical Building – Murphree Water Plant



GRU Community Relations Department

# GRU Community Outreach Efforts

Yvette Carter

# GRU Improvements

## ■ Community Involvement

- Williams Elementary
- Camp EmPower
- GRU in the Neighborhood
- Project SHARE
- Neighborhood Revitalization Initiative (Greater Duval)
- Mural Project
- LEEP plus
- Sweetwater Wetlands Park
- Depot Park

## ■ Customer Service

- Payment Locations
- Cross-trained Reps



# Discussion Items

# Discussion Items

- Define “East Gainesville” Region
  - Economic Development and Innovation Director to share various options
  - Committee consensus on “East Gainesville” definition as new initiatives are proposed



**City of Gainesville**  
Community Development

- Legend**
-  Railroad
  -  Major Highway (PWD)
  -  Major Road (PWD)
- Aerial Image-2014**
- ROB**
-  Red: Band\_1
  -  Green: Band\_2
  -  Blue: Band\_3
  -  City Limits

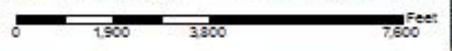


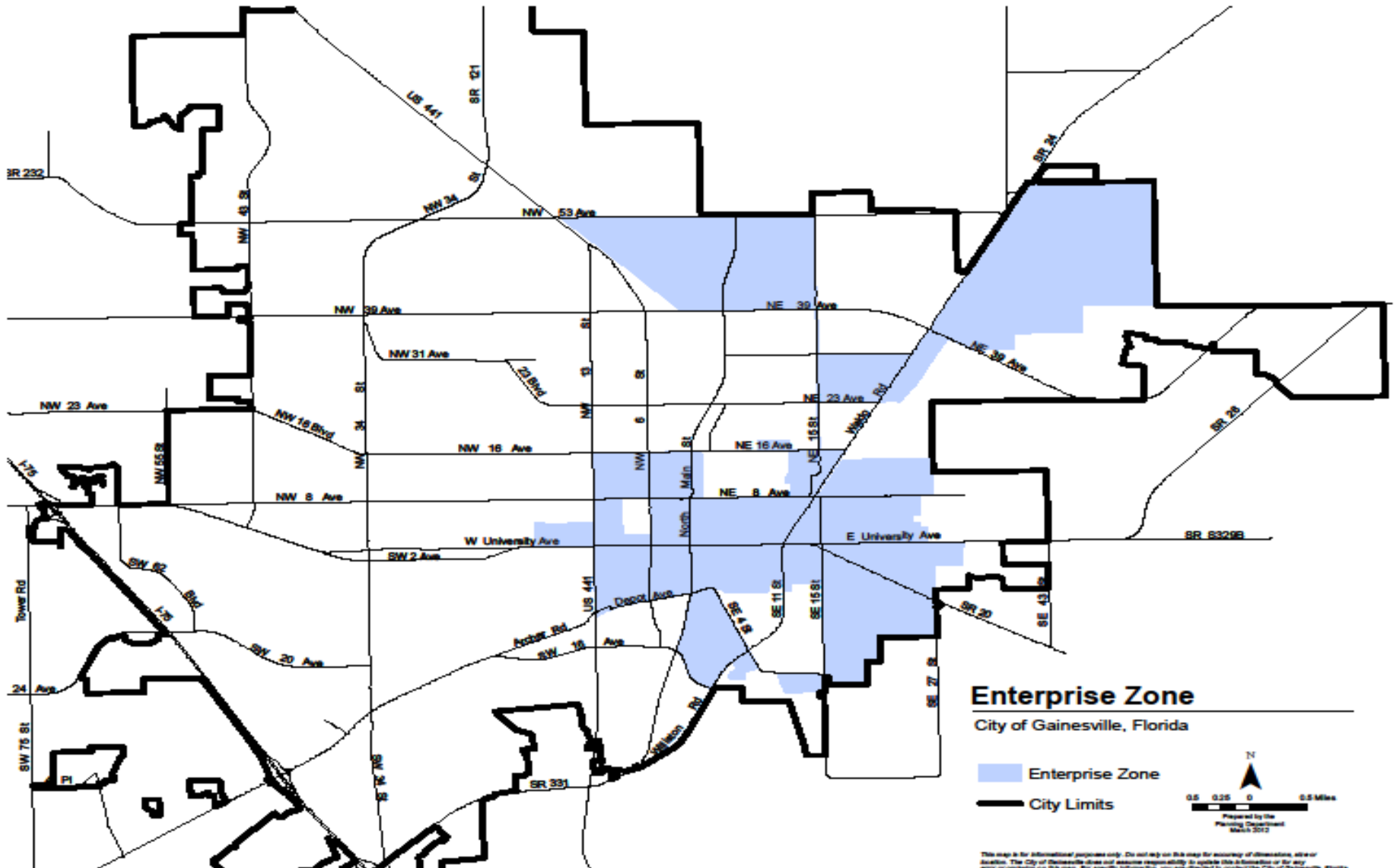
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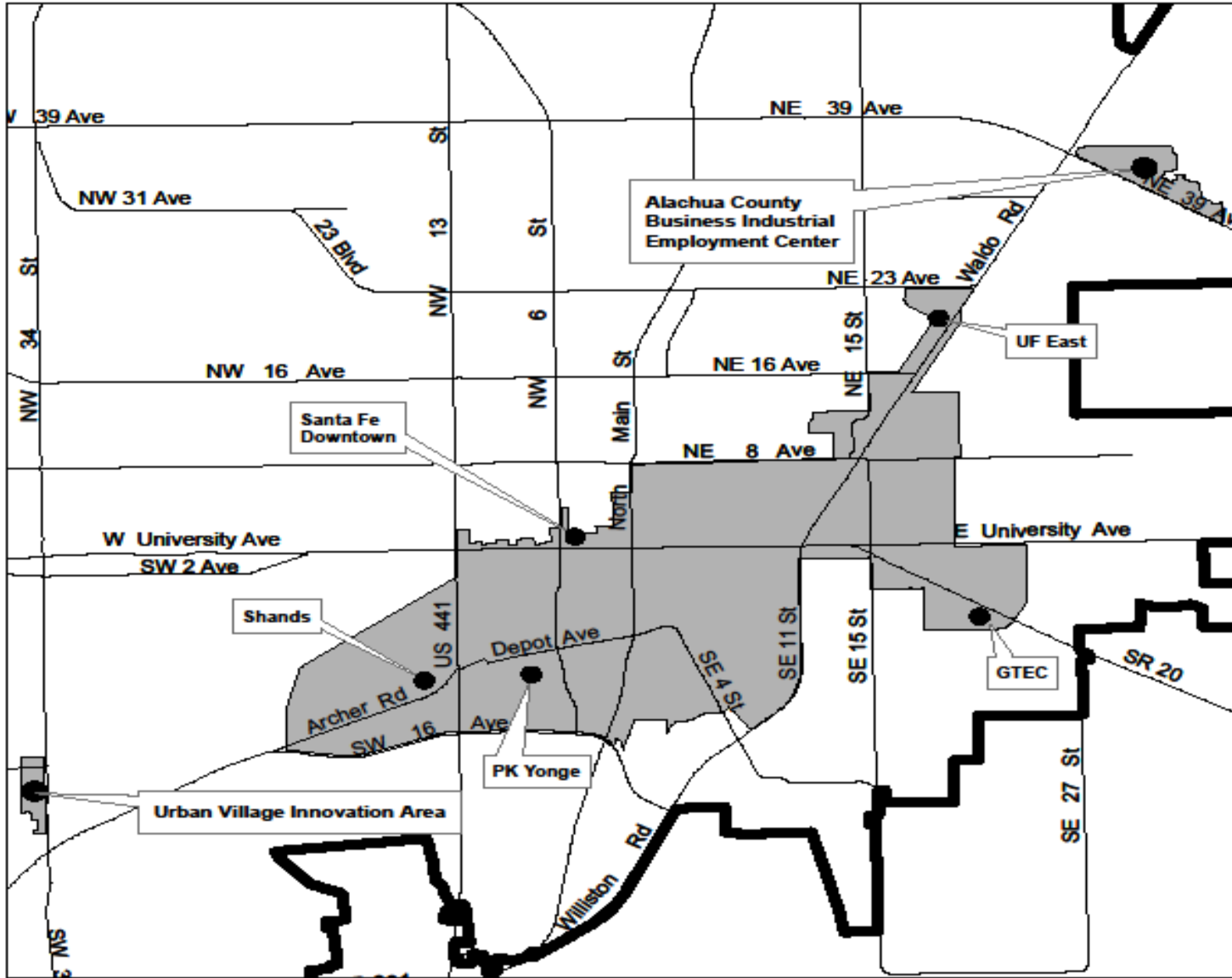


City of Gainesville  
Dept. of Planning  
and Dev. Services

Date: 3/21/2016







**FUTURE LAND USE ELEMENT**

- Innovation Zone
- Innovation Zone
- Gainesville City Limits

# CRA District Map...

