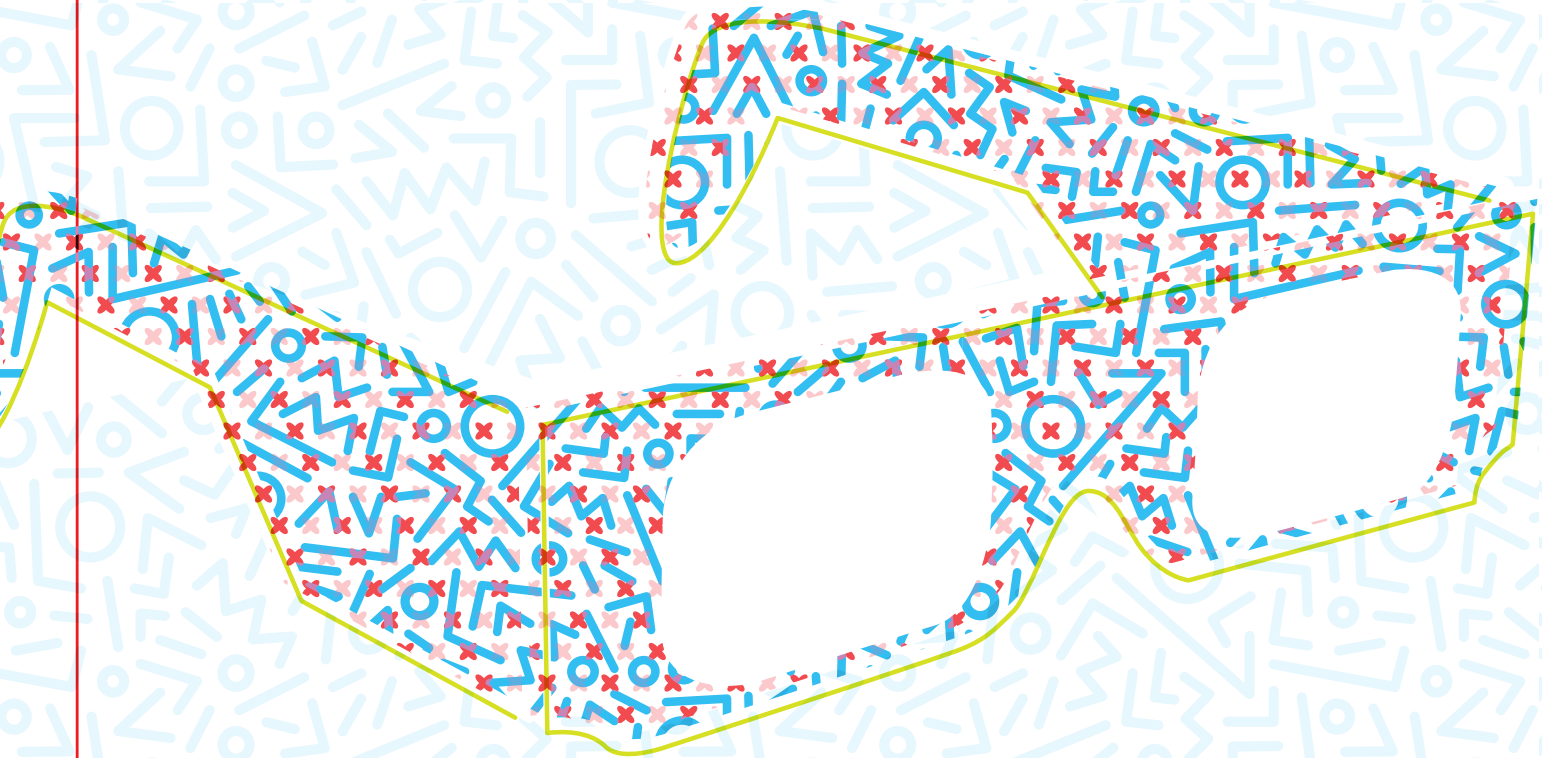


UNCOVER GNV

TAKE A CLOSER LOOK



FY2015 Gainesville CRA ANNUAL REPORT



The print version is even cooler... Pick up a pair of decoder glasses from the CRA to unlock this annual report! Or, just keep reading this digital version—we've decrypted key sections to imitate a red lens filter so you can read it without waiting! #UncoverGNV



The Gainesville CRA exists to help underserved regions attract private investment through community initiatives and partnerships, competitive economic development incentives and improved public infrastructure.

The CRA targets redevelopment efforts in four core areas:

- Downtown
- Eastside
- Fifth Avenue/Pleasant Street
- College Park/University Heights

After planning and achieving strategic goals in a district, the CRA steps out of the way and lets the private sector do the rest. We are devoted to cultivating the Heart of Gainesville and helping our city achieve its full potential as a diverse, vibrant community.

The CRA's governing board
makes it happen!

Thank you to our FY2015 CRA Board Members:

Yvonne Hinson-Rawls, *Board Chair*

Helen Warren, *Board Chair Pro-Tempore*

Ed Braddy, *Board Member*

Craig Carter, *Board Member & Current FY16 Chair*

Todd Chase, *Board Member*

Lauren Poe, *Board Member*

Randy Wells, *Board Member*

And special thanks to incoming CRA board members Charles Goston and Harvey Budd, who were elected in FY2015 and former CRA Executive Director, Russ Blackburn.

CRA Leadership

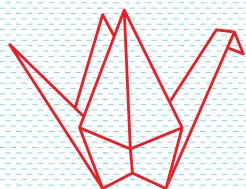
Anthony Lyons, Interim Executive Director

Sarah Vidal-Finn, Interim Director

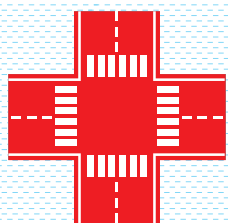
awarded for excellence

Gainesville CRA projects consistently earn **national, state and local recognition**, and 2015 was no exception.

We strive to promote growth and progress in our districts and are proud of our award-winning projects that have helped put our city on the map! The CRA earned many accolades in 2015, including:



Bronze Award from the International Economic Development Council for our 2014 creative annual report



National- and state-level "Project of the Year" award from the American Public Works Association for SW 9th Street at Innovation Square



State award for the Porters Community SW 5th Avenue project from the Florida Redevelopment Association



Judge's Choice Award from the North Central Florida chapter of the Urban Land Institute for Southern Charm Kitchen restaurant

FINANCIALS

| | FY14 | FY15 |
|---|--------------------|--------------------|
| ASSETS | | |
| Equity in Pooled Cash | \$6,955,593 | \$9,565,870 |
| Total Assets | \$6,955,593 | \$9,565,870 |
| LIABILITIES | | |
| Accounts Payable | \$26,122 | \$5,551 |
| Contract Retainage | 125 | |
| Deposit | 1,000 | 1,000 |
| Total Liabilities | 27,247 | 14,551 |
| FUND BALANCE | | |
| Restricted | 8,928,346 | 9,551,319 |
| Total Fund Balance | 8,928,346 | 9,551,319 |
| TOTAL LIABILITIES AND FUND BALANCE | \$8,955,593 | \$9,565,870 |

| | FY14 | FY15 |
|---|--------------------|--------------------|
| ASSETS | | |
| Equity in Pooled Cash | \$1,920,228 | \$2,304,766 |
| Accounts Receivable | 1,575 | 1,500 |
| Total Assets | \$1,921,803 | \$2,306,266 |
| LIABILITIES | | |
| Accounts Payable | \$1,085 | \$1,308 |
| Total Liabilities | 1,085 | 1,308 |
| FUND BALANCE | | |
| Restricted | 1,920,718 | 2,304,958 |
| Total Fund Balance | 1,920,718 | 2,304,958 |
| TOTAL LIABILITIES AND FUND BALANCE | \$1,921,803 | \$2,306,266 |

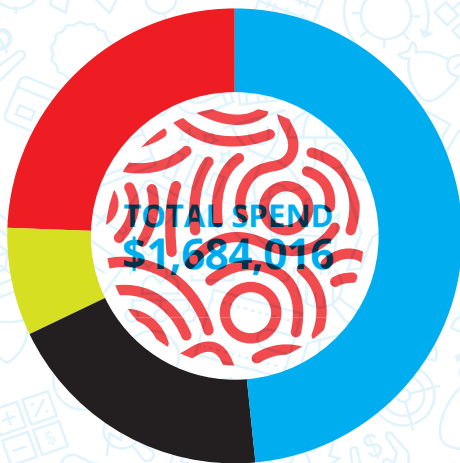
| | FY14 | FY15 |
|---|------------------|------------------|
| ASSETS | | |
| Equity in Pooled Cash | \$827,413 | \$920,717 |
| Accounts Receivable | 1,398 | |
| Notes Receivable | 1,390 | 1,390 |
| Total Assets | \$830,201 | \$922,107 |
| LIABILITIES | | |
| Accounts Payable | \$85 | \$4,298 |
| Deferred Revenues | 14,390 | 14,390 |
| Total Liabilities | 14,475 | 18,688 |
| FUND BALANCE | | |
| Restricted | 815,726 | 903,419 |
| Total Fund Balance | 815,726 | 903,419 |
| TOTAL LIABILITIES AND FUND BALANCE | \$830,201 | \$922,107 |

| | FY14 | FY15 |
|---|--------------------|--------------------|
| ASSETS | | |
| Equity in Pooled Cash | \$3,186,161 | \$3,168,763 |
| Account Receivable | 10,949 | 13,792 |
| Due from Other Funds | 11,267 | - |
| Total Assets | \$3,208,377 | \$3,182,555 |
| LIABILITIES | | |
| Current Liabilities: | | |
| Accounts Payable | \$1,107 | \$167,310 |
| Retainages Payable | | 26,094 |
| Deposit Gainesville Greens | 2,361 | 3,561 |
| Total Liabilities | 3,468 | 196,965 |
| FUND BALANCE | | |
| Restricted | 3,204,909 | 2,985,590 |
| Total Fund Balance | 3,204,909 | 2,985,590 |
| TOTAL LIABILITIES AND FUND BALANCE | \$3,208,377 | \$3,182,555 |

Visit our website at www.gainesvillecra.com for more details!

numbers that

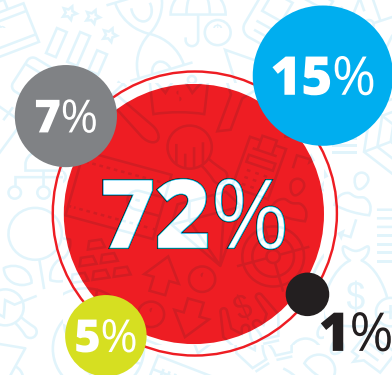
HIT HOME



- Local \$1,364,411.09
- City \$548,550.89
- Diverse \$215,355.80
- Small \$682,618.29

72% OF CRA FUNDING

spent in fiscal year 2015 went to **DESIGNING** and **CONSTRUCTING** CRA projects!



- Marketing & Promotions
- Construction & Professional Services
- General & Consulting Services
- Office Equipment & Supplies
- Utilities & Public Services

“Restaurant sales rose by 23% in the past 9 months, since we renovated our building through the CRA facade grant program and added healthier choices to the menu.”

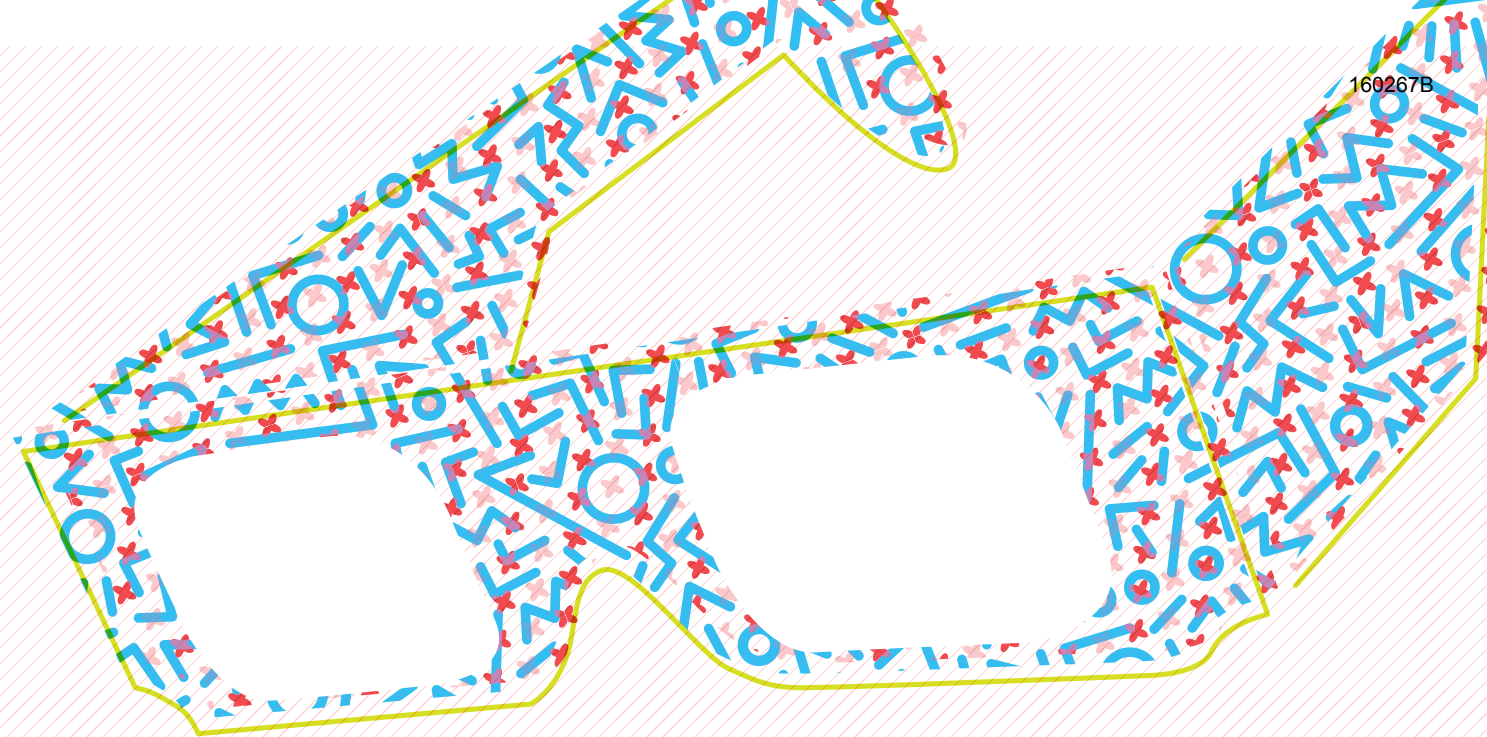
Jamal Shaer, Owner of Chunky's Grill & Fry Co. in East Gainesville

The City of Gainesville partnered with IDEO to launch a new effort to become the most user-friendly city in the county in 2015. Learn more about how the city is working to become more citizen-centered under the hashtag #UncoverGNV. The CRA has helped 48 families improve their houses since the launch of its first residential paint program. In 2012, the CRA approved and completed nine façade grants in FY15, these matching funds can be used to increase the curb appeal of businesses in our urban areas. Popular Indonesian restaurant Steamers recently moved into the historic Bethel Station! Enjoy their curry & spicy twister sandwiches at Bo Diddley Plaza! The Cotton Club received a nearly half a million dollar state cultural grant to restore their historic music hall in Summer 2015. The CRA has partnered with them to improve the exterior of their historic building.



UNCOVER GNV

TAKE A CLOSER LOOK



#heartGNV

GainesvilleCRA @GainesvilleCRA @gainesville_CRA



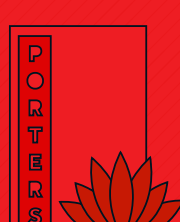
Bo Diddley Plaza Renovation Kicks Off!

Construction on a new café, waterfalls, green room, restrooms, & more additions began in Spring 2015. Completed in March 2016, the rejuvenation has already made Downtown an increasingly vibrant destination with more diverse events for all to enjoy.



GTEC Campus Master Plan - 100% Approved!

Anchored by the Gainesville Technology Entrepreneurship Center (GTEC), this planned 13-acre campus will truly kick-start commercial growth in East Gainesville! The CRA moved forward with site improvements, marketing, and permitting approvals.



COMPLETED! SW 5th Avenue Porters Community Project

Two LED-lit monuments, a 0.4-mile sidewalk, and attractive landscaping were added to one of the Porters Community's most important corridors in Fall 2015. These improvements showcase the neighborhood's rich heritage.



A. Quinn Jones Museum Interior Renovations!

Named after a legendary local educator, this site is a national African American historic landmark. The CRA moved forward with construction documents for renovating the interior of this up-and-coming cultural center.



Depot Park Phase II Groundbreaking!

The CRA is moving swiftly towards a Summer 2016 opening for this 32-acre central park. Featuring a historic train station, children's playground, splash pad, and scenic nature trails, Depot Park will be a regional attraction.



"LOOK EAST!" Marketing Strategy

The CRA led an extensive research and community outreach initiative in 2015 aimed at unlocking private investment in East Gainesville. This led to the formation of a bold communications strategy that positions the region for increased success.



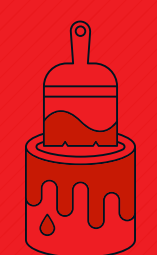
Heartwood Neighborhood 100% Approved!

The CRA is working to build attractive, quality homes at a moderate price point for families in close proximity to local schools and the GTEC campus.



Seminary Lane Project Conceptual Master Planning

The CRA, Gainesville Florida Housing Corporation, and the Gainesville Housing Authority signed an option agreement to develop the 6.5-acre property on NW 5th Avenue. Shaded by oak trees and the Fifth Avenue water tower, this site will be a game changer for Fifth Avenue.



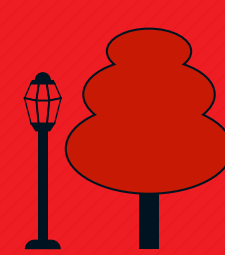
EXPANSION of Residential Paint Voucher Program!

Homeowners in select areas are eligible for a \$500 voucher to improve their homes. The impact has been so tremendous in the Pleasant Street/Fifth Avenue and Eastside districts... that in 2015 it was also expanded to include Downtown and the Porters Community!



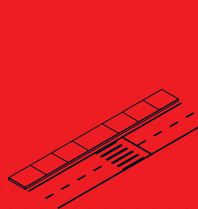
Getting Technical in the Power District

This 17-acre former industrial site in Southeast Gainesville will transform into a vibrant, mixed-use development. The CRA spearheaded a technical taskforce and completed several in-depth environmental studies & infrastructure analyses in 2015 to prepare the site for reinvestment.



NW 1st AveNEW - Streetscape Planning

In a key location across from the University of Florida and Miltown, this highly-visible avenue was identified as a priority for brighter lighting, improved waste management, utility undergrounding, sidewalk improvements, water upgrades, and better parking.



FINISHED - NW 3rd Avenue Sidewalks!

An important street straddling the Fifth Avenue/Pleasant Street and College Park/University Heights neighborhoods had several major sidewalk gaps and poor connectivity. The CRA worked to create a safer environment for residents and visitors.