

Conclusion

This strategic/action plan regarding economic development represents a broad approach to improving Gainesville's local economy in the context of a peer city and benchmarking approach to tracking performance on an annual basis. Improvement in the five (5) key economic development attributes are seen as being crucial to growing and developing the local economy. The performance measures identified will be utilized to track progress and peer cities will be utilized as a relative basis of comparison.

This strategic/action plan has a certain defined structure based upon the peer city and benchmarking system, however, it should be seen as a work in progress. Over time, community attitudes regarding the five (5) key economic development attributes or the indices that define them may be modified as conditions warrant. In addition, this strategic/action plan is informed by other efforts taking place currently and in the future. This includes direction provided by the various Inter-City tour Committees and the on going, and future, budget adoption process.

This strategic/action plan is not designed to be overly cumbersome in terms of narrative or content. Instead, it is intended to be a concise statement of the community's key economic attributes, the objectives designed to improve on the attributes over time and the performance measures that will be utilized to gauge the community's progress.

Exhibit A - Key Economic Development Attributes and Defining Indices*

Infrastructure

- Assessment roadway resurfacing/repair; new lane miles; implementation of Airport Master Plan
- Inventory and availability of utility capacity (water, sewer, electric, gas, broadband)
- Inventory and availability of vacant buildings and land served and properly zoned

Business Environment

- Ad valorem and utility rates; permitting regimen/costs
- Growth in firms measured by occupational licenses and non-farm proprietors
- Growth in jobs measured by worker employment data
- Annual business satisfaction survey

Workforce

- Unemployment rate
- Implementation of community training programs and graduates; high school graduation rates
- Earnings per capita/Average wage per job

Diversified Economy

- Percentage of individuals employed in various sectors
- Percentage of tax base off rolls; total taxable value of property Citywide and per CRA districts
- Number of spin-offs captured at incubators and absorbed by community

Quality of Life

- Poverty rate, Cost of Living
- Per capita spending on community arts/cultural and recreation activities
- Crime rate statistics (crime/1,000 residents); per capita provision of police officers

- * These attributes and indices will be measured in absolute terms regarding the community's progress and relative to the fifteen (15) peer cities indicated in Exhibit B on an annual basis

Exhibit B - Peer Cities

Public Universities/Location	Enrollment	Population	% College Students	Research \$ **	Median Age	Household Size	Owner/Renter %
Univ. of Fla./Gainesville, FL *	47,373	217,955	21.74%	\$359,312.00	29	2.34	55/45
Michigan State/East Lansing/Lansing, MI *	44,937	382,975	11.73%	\$265,946.00	33	2.48	67/33
Univ. of Wisconsin/Madison, WI *	40,884	426,526	9.59%	\$664,143.00	33	2.37	58/42
Univ. of Illinois at Urbana-Champaign/Champaign, IL *	39,999	179,669	22.26%	\$390,863.00	29	2.33	56/44
Univ. of Michigan/Ann Arbor, MI *	38,972	322,895	12.07%	\$600,523.00	31	2.41	59/41
Indiana University-Bloomington/Bloomington, IN	38,903	120,563	32.27%	\$265,922.00	28	2.48	54/46
University of South Fla./Tampa, FL	38,854	998,948	3.89%	\$254,748.00	40	2.33	70/20
Univ. of Central Fla./Orlando, FL	38,501	896,344	4.30%	\$588,000.00	33	2.61	60/40
Florida State Univ./Tallahassee, FL	36,210	239,452	15.12%	\$161,774.00	29	2.34	57/43
Univ. of Georgia/Athens-Clarke County, GA *	32,941	101,489	32.46%	\$272,298.00	25	2.35	42/58
Louisiana State/Baton Rouge, LA	32,228	412,852	7.81%	\$122,000.00	31	2.55	61/39
North Carolina State at Raleigh/Raleigh, NC	29,637	627,846	4.72%	\$169,543.00	32	2.51	65/35
Colorado State Univ./Ft. Collins, CO	29,255	251,494	11.63%	\$156,723.00	33	2.52	67/33
Univ. of North Carolina at Chapel Hill, Chapel Hill, NC *	26,028	118,227	22.02%	\$303,576.00	30	2.36	57/43
University of Arizona, Tucson *	36,847	843,746	4.37%	\$367,128.00	35	2.47	64/36
University of Texas, Austin *	52,261	812,280	6.43%	\$295,104.00	30	2.47	51/49
University of Virginia, Charlottesville *	23,144	79,236	29.21%	\$149,547.00	37	2.44	65/35

* Association of American Universities (AAU)

** Association of American Universities designation indicates 2001 research dollars

Exhibit B - Peer Cities

Public Universities/Location	Pollcom	** % Below Poverty	Per Capita Income		Personal Income Rank	Personal Income***	% change 2001-02	Wages Salaries***
			Income	Per Capita				
Univ. of Fla./Gainesville, FL *	119-B	23%	\$25,033	261	5934	3.7	3572	
Michigan State/East Lansing/Lansing, MI *	176-C+	11	\$27,806	154	12614	2.8	8193	
Univ. of Wisconsin/Madison, WI *	11-A+	9%	\$34,650	32	18001	4.7	11433	
Univ. of Illinois at Urbana-Champaign/Champaign, IL *	248-D+	16.1	\$27,294	171	5862	3.1	3400	
Univ. of Michigan/Ann Arbor, MI *	80-A-	11.1	\$35,282	27	11801	3	8483	
Indiana University-Bloomington/Bloomington, IN	177-C+	18.9	\$23,633	313	4182	3.3	2130	
University of South Fla./Tampa, FL	50-A	11.2	\$29,728	108	73986	3.4	41070	
Univ. of Central Fla./Orlando, FL	27-A	10.7	\$27,587	163	48431	4.5	30527	
Florida State Univ./Tallahassee, FL	72-A-	18.5	\$26,302	202	8547	3.1	5306	
Univ. of Georgia/Athens-Clarke County, GA *	96-B+	21.4	\$24,171	297	4109	3.8	2357	
Louisiana State/Baton Rouge, LA	148-B-	16.2	\$25,841	222	18494	3.7	10943	
North Carolina State at Raleigh/Raleigh, NC	6-A+	10.2	\$33,293	41	28613	1.2	16580	
Colorado State Univ./Ft. Collins, CO	8-A+	9.2	\$31,420	77	8296	2.4	4416	
Univ. of North Carolina at Chapel Hill, Chapel Hill, NC *	6-A+	10.2	\$33,293	41	28613	1.2	16580	
University of Arizona, Tucson, AZ *	87-B+	14.7	\$25,278	246	22213	4.6	11325	
University of Texas, Austin *	1-A+	11.1	\$31,677	72	42671	-1.1	26981	
University of Virginia, Charlottesville *	65-A-	11.5	\$32,053	60	5755	3.2	3078	

* Association of American Universities (AAU)

** Grade is determined based upon the annual growth rate and the average annual deviation calculated for eighteen categories for time periods 1976-1990 and 1991-2000; eighteen categories include per capita income, worker earnings, retail trade, etc.

*** Millions of dollars