

COMMUNICATION STRATEGY

A discovery for the GCRA



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OVERVIEW

Who we interviewed

Our team interviewed a total number of 25 individuals in 16 interviews. The following is a summary of the types of people we interviewed:

- East Gainesville residents
- Community leaders
- Developers
- Eastside business owners
- Teachers
- Administrators
- West Gainesville residents
- Incubating companies
- Students
- Realtors

Themes

Some of the themes that emerged throughout our interviews centered around the following topics.

CONTRADICTIONS

We constantly received contradicting statements about:

- Quality of schools
- What the challenges are for the East side of Gainesville
- Geography - What is considered the East side of Gainesville

RELOCATING

Everyone we asked who did not live on the Eastside said they would be open to moving to that side of town if the opportunity came about.

SAFETY

The one thing that 100% of people brought up was the feeling of safety and an aggravation towards the misconception of crime.

NATURE

The natural environment and access to nature were echoed on every interview 100% of the time.

LOYALTY

Every one of the people interviewed who already live on the Eastside said that they would never want to live anywhere else.

OVERVIEW *Continued*



Immersion

We immersed our team in the Eastside community through the following experiences:

- Toured the Eastside with Malcolm and Sarit of the GCRA
- Walked through of the old Cotton Club, and shotgun houses
- Toured the former Kennedy Homes lot and GTEC
- Ate lunch at Southern Charm
- Ordered to-go from Chunky's - stone crab, hush-puppies, catfish & okra
- Enjoyed a pulled pork sandwich and coleslaw at the to-go picnic area at the original Sonny's
- Ate shrimp bowl from P&G Crab Lover's food truck
- Ordered side platter from Hook Fish and Chicken
- Drove to find roadside fish sandwiches, but no luck
- Shopped from three convenient style stores and Walmart
- Drove through neighborhoods
- Visited Boulware Springs Pump House

- Ate lunch and walked at Morningside Nature Preserve
- Visited Cone Park and Cone Park Library
- Biked the Hawthorne Trail
- Drove to Newnans Lake
- Kayaked down the Prairie Creek
- Attended a party at the A Space
- Toured the Boys and Girls Club
- Visited Sharing and Caring Learning Center and Metcalf Elementary
- Toured the Matheson Museum, garden, home and tool shed
- Ate lunch at Satchel's and shopping at Repurpose project
- Visited Earl P. Powers Park
- Drove North to Waldo Flea Market
- Drove West to the town of Rochelle and visited the trailhead at intersection of CR 234 and CR 2082 and the Grocery



RESEARCH

Our research brought us to other comparable areas of redevelopment that shared similar challenges and/or attitudes. We poured over articles about East Palo Alto, stories about Wynwood Art District in Miami, reflections of experiences in Brooklyn and even a deep look into the planned community of Serenbe, GA.

We also poured through older Gainesville-specific plans including Plan East Gainesville, Envision Alachua, East Gainesville Action Plan, and the SEGR plan.

The facts are there. The plans are solid, exciting really, but the issue lies in timing. Plans take time and the community is tired of being told to wait. For this reason, we recommend using communication methods as opportunities for action.

We've provided some ideas that take low overhead and minimal time, and they capitalize on a highly involved community actively seeking ways to help.

CHALLENGES, STRENGTHS & MISCONCEPTIONS

Challenges

The challenges East Gainesville faces are well understood and articulated both by those who live within the community and those that do not. Below are a list of identified challenges facing redevelopment and development efforts uncovered through in-person interviews.

INFRASTRUCTURE

- Schools with low to failing grades
- Public transportation
- Prevalent septic systems
- Under-served Public Works
- Lack of exposure

GEOGRAPHIC CONSTRAINT & ZONING CHALLENGES

- Conserved or preserved land
- Industrial zones
- Tacachale

LACK OF AMENITIES

- Market rate housing
- Grocery stores
- Technology-based companies (as defined by City Innovation Zone)
- Medical facilities
- Entertainment (excluding bars/nightclubs)
- Retail office
- Hotels/conference facilities
- Places to meet and gather

Strengths

The Eastside of Gainesville has a wealth of strengths ready to support a campaign motivated through action. Below is a list of consolidated strong points as discovered through our interviews.

- Access to nature
- Proximity to downtown
- Strong historical ties
- Quiet, peaceful, and nostalgic communities
- Less traffic
- More urban mentality (in contrast to a suburban one)
- Culturally rich climate
- A resounding tone of potential

Misconceptions

The Eastside of Gainesville is steeped in three deeply rooted misconceptions:

- The Eastside of Gainesville is more unsafe than the west side of Gainesville
- The Eastside of Gainesville can not offer suitable schools for my student's education
- Bad for business... people in the Eastside are all poor

SUPPLEMENTAL DATA

Bordered by

- Newnans Lake Conservation Area (7,577.67 acres)
- Gum Root Park (372 acres)
- Gladstone/Everett Conservation Easement (38 acres)
- Sweetwater Preserve (113.56 acres)
- Prairie Creek Preserve (owned by Alachua County Land Trust; 446 acres)
- Paynes Prairie Preserve State Park (21,653.51 acres)
- Palm Point (6.40 acres)
- Kincaide and Tabone Conservation Easement (113.20 acres)
- Smith Conservation Easement (28.9 acres)
- Boulware Springs Park (103 acres)
- Earl P. Powers Park (12.47 acres)
- Prairie Creek Preserve (446 acres)
- Lake Forest Creek Pithochocco Canoe Tract (25 acres)
- Flatwoods Conservation Area (75.96 acres)
- Boulware Springs Park (103 acres)
- Colclough Pond Sanctuary (36.56 acres)
- Colclough Pond Nature Park (5 acres)
- Bivens Arm Nature Park (81 acres)
- Longleaf Flatwoods Reserve (2,815.77 acres)
- Phifer Flatwoods (969.76 acres)
- Georgia Pacific-Lochloosa Conservation Easement (16,650.58 acres)

Parks

- Morningside Nature Center (278 acres)
- Smokey Bear Park (5.2 acres)
- Lincoln Park (35 acres)
- Duval Park (26.31 acres)
- Eastside Community Center
- Fred Cone Park (96 acres)
- TB McPherson Recreation Complex (15 acres)
- Martin Luther King Jr. Multipurpose Center

Preserved Land

- Morningside Nature Center (278 acres)

BUSINESS IN EAST GAINESVILLE

CRIME REPORT EAST VS. WEST

Migrating Opportunities

- AxoGen
- Firebird Biomolecular Sciences LLC
- Shadow Health
- Sinmat
- R+L Carriers
- IA Tech
- Tutor Matching Service (TMS)
- WiPower (acquired by Qualcomm)
- FAME

Existing Sample

- Fast Eddies
- Southern Charm
- Chunky's
- Eastend Eatery
- UF East Campus
- Satchel's Pizza
- Bluefield Estates Winery
- Walmart
- Jones Edmunds

According to the UF Bureau of Economic and Business Research, the estimates for the 2014 City of Gainesville Population is approximately 124,354. According to the Plan East Gainesville Final Report produced by the Gainesville Metropolitan Transportation Planning Organization, approximately "20% of the City of Gainesville's population lives in East Gainesville* within the city limits."

We applied this to the Crime Data collected by the Alachua County Sheriff's Office over the past 6 months (mid September 2014 through mid February 2015) to compare the frequency of type of crime by population of the Eastside and the west side.

Our results show us that while the Eastside is found to have a higher percentage of crime on 12 out of the 15 crime classifications provided by Alachua County Sheriff's Office, 9 of those classifications were less than .1% higher on the Eastside than the Westside.

Two of the classifications were found to be between 1% to .3% higher on the Eastside than the Westside, and Assault with a Deadly Weapon was found to be the same (see table below).

CRIME REPORT EAST VS. WEST

Continued

WESTSIDE RANKED HIGHER

Breaking and entering .346% (Eastside frequency is .257%)
 Weapons offense .005% (Eastside frequency is .004%)

EASTSIDE RANKED HIGHER

(frequency of crime/population lies between .1% - .3%)
 Assault .366% (Westside frequency is .185%)
 Traffic .107% (Westside frequency is .082%)
 Other .696% (Westside frequency is .392%)

**East Gainesville is being defined by East of Main Street*

EASTSIDE & WESTSIDE RANKED NEARLY IDENTICAL

(frequency of crime/population is less than 0.1%)

	Eastside	Westside
Assault with deadly weapon	.004%	.004%
Community Policing	.020%	.016%
Homicide	.004%	.002%
Missing Person	.064%	.047%
Pedestrian Stop	.068%	.042%
Property Crime	.241%	.177%
Robbery	.016%	.013%
Theft	.374%	.328%
Auto Theft	.044%	.025%
Vehicle Stop	.016%	.004%

TRAFFIC

Congestion For West Gainesville

According to The Gainesville Sun*, the Metropolitan Transportation Planning Organization is able to project that by the year 2040, the West side of Gainesville will experience severe congestion leading to heavy changes for that area's infrastructure and potentially leading to causes in development elsewhere in the city and county.

Conversely, the congestion estimated for the East side of Gainesville is projected to be much less and could even see new incentives for people riding buses.

* Written by Mickie Anderson, and published on Monday, February 2, 2015 (<http://www.gainesville.com/article/20150202/ARTICLE/150209946?p=1&tc=pg>)

SCHOOL PERFORMANCE

School Performance in East Gainesville

It is important to note that school grades do not accurately reflect the quality of a school's education. It may accurately describe the quality of standardized test takers at that school, but cannot accurately measure the effectiveness of teaching at that school. Below is a list of school grades for the schools located in the Eastside of Gainesville.

ELEMENTARY

Rawlings F
Metcalf C
Duval A
Williams C
Foster A
Finley A

MIDDLE

Bishop C
Lincoln A
Westwood B

HIGHSCHOOL

Eastside A
Gainesville A
Hawthorne F

STAKEHOLDER PROFILES

East Gainesville Resident

Eastside is simply home for many residents. Unlike other parts of town that churn with strangers each new college semester, the Eastside has deep roots. Several residents have chosen to return to live in the same zip code that their parent's parents lived in. These 'boomerang' residents cite the area's rich, multi-generational legacy, natural beauty and tight-knit community as key motivators to settle down in the Eastside.

Multiple generations of family gathered in one neighborhood provides a strong role model network for youth. Residents describe the community as an inviting place where they can trust their kids to walk to school safely. Everyone seems to know their next door neighbor here.

Most voiced a sense of frustration with the lack of amenities offered east of Main Street relative to West Gainesville. Residents said that they want more conveniences closer to home: more coffee shops, grocery stores, office spaces, more regular public transit, etc. and indicated that they would regularly support any new Eastside businesses.

However, it was clear that 'better access to amenities' didn't reflect a desire to mirror West Gainesville's intense shopping corridors or the development and congestion that often accompanies it. Many of those interviewed enjoyed the area's quiet and peaceful quality of life. Striking a balance between economic development and environmental conservation is an important consideration for future development efforts.

Strong community pride was apparent--many residents were able to recount tales of locals who had gone on to accomplish impressive feats in the justice, education, sports, science and medicinal fields. Future communication efforts should leverage these inspirational stories.

STAKEHOLDER PROFILES

Continued

Community Leader

We interviewed local thought leaders and political figures to better understand what East Gainesville residents strove for. Eastside leaders unanimously articulated a sense of inequity relative to West Gainesville. They pointed to lower income levels, less frequent public transportation, gaps in centrally-planned infrastructure, underserved schools and fewer job opportunities as critical setbacks that needed to be addressed.

They also said that they felt that the Eastside has an unfair reputation of being prone to crime--even though statistics from the Gainesville Police Department show an average of less than one percent in crime

incidence between East and West Gainesville. These negative perceptions need to be countered.

Eastside leaders were blunt in their convictions about past wrongs--they spoke of a history of racial segregation and socioeconomic inequalities--but are resolute in their vision for a brighter future. Eastside leaders see the area's potential for greatness: its close proximity to Downtown, its access to airports and highways, its lush environmental assets and its citizens' raw ability. They channel a powerful sense of hope and determination.

Expanding Business

Expanding incubator companies say that they are intrigued by the prospect of a more developed GTEC campus. The site's easy proximity to the University of Florida is an important selling point because nearly all of these businesses are dependent on the university's research pipeline and workforce pipeline for growth. Living and working close to the city's Downtown core is also appealing.

Incubating GTEC tenants are concerned about the low variety of options for food, coffee and other commercial services in the Eastside. Finding a way to incorporate some of these amenities into the GTEC master plan, or in the surrounding area,

would increase tenant interest in the site. Currently, the GTEC incubator itself does a poor job at creating a community feel where important interactions and transactions can happen. If the area around GTEC supported more of this sense of place, tenants would see this as a very positive benefit that added to their overall perception of the area.

Expanding businesses also indicated an interest in owning their future building over the period of investment rather than simply rent it indefinitely. Helping businesses secure adequate financing options for future building ownership could also contribute to site success.

STAKEHOLDER PROFILES

Continued

Developer

Development in East Gainesville has not bounced back from the recession the way it has in other parts of the city. Developers say that they perceive an ‘artificial barrier’ when crossing into the Eastside. They don’t see any active land development or commercial growth--and this stagnancy feeds the notion of developer risk. This lack of momentum builds on itself and stalls private investment efforts. When a particular area lays dormant for so long, developers and local government leaders tend to turn their attention and their investment where energy and momentum is obvious.

In regards to the GTEC project, developers are awaiting the green light. The GCRA has established a reputation in the region, and developers are excited to work with it. There is a lack of energy surrounding GTEC at the moment reflecting East Gainesville’s own lack of development. Developers are awaiting a tipping-point for this project, and believe that it will occur as soon as some of the current incubating tenants approach the end of their term. Developers believe that some of these tenants have become too comfortable where they are.

Coordinating Eastside development efforts with shared buy-in from civil and community partnerships is integral to successful action plans. The GTEC project seems to live at the intersection of these factors. As the GCRA horizontally develops the land around GTEC and Santa Fe College strategically prepares to launch some larger incubating tenants, the right developers can capitalize on the collision of these two movements.

STAKEHOLDER PROFILES

Continued

Realtors

Realtors are important gatekeepers for home buying and selling--as they represent a 'front-line' for many people relocating to the area. The realtor perspective is important when discussing the vibrancy of the East Gainesville communities and when considering the success of a housing development located in its heart. People new to the Gainesville area will often poll their new coworkers, surf social media outlets and research online, before beginning the house buying process.

Realtors say that they oftentimes only interact with people moving

to Gainesville after the person or family has formed some notion of where they want to live.

Realtors are fond of saying that they don't sell lots--they sell lifestyles. They often tour a community before showing houses to clients, in order to help their clients preview the lifestyle they could have. Helping realtors better understand and communicate East Gainesville community strengths is critical to successful future residential and commercial growth.

The realtors code of conduct

forbids that they mention criteria like crime rates, demographics or family status when educating their client (anything or anyone that can be deemed protected classes).

Realtors can, however, point them towards the resources to answer those questions on their own.

On the subject of 'realtor empowerment', some important opportunities emerged in our interviews. These tactics are explored by the following:

EVOKE PERSONALITY

Character is what sells the Duckpond area. People move to Micanopy and even out east past the Sheriff's Department and into Hawthorne because of the neighborhood's perceived personality. Creating a unique and special housing development will often times play a more important role than marketing based on statistical data on crime and convenience. Real estate in the Duckpond is a premium commodity, although it may have more crime than other regions of town. Emotional attachment, sense of place and other intangibles are an important part of the home buying process.

STAKEHOLDER PROFILES

Continued

BROADEN BASIC AMENITIES

Finding a way to incorporate small business offerings like drug stores, convenience stores and other commercial offerings could increase the GTEC campus and former Kennedy Homes site's desirability. Basic amenities are highly attractive to both residential and commercial prospects.

CAPITALIZE ON ACTIVE SENIORS

Gainesville currently lacks a universal plan on how to provide for the area's growing aging population. Options are lacking for people 55 and over who may be hoping to stay in Gainesville while downsizing from the houses they raised a family in. Where can active retirees settle down? There is strong potential in this sector because Gainesville actually responds to many important things for a growing senior citizen population. It has an affordable economy, great medical and VA locations, lots of outdoor recreation, and proximity to two coasts.

WORK WITH REALTOR-FRIENDLY DEVELOPERS

It will be important for a project like the former Kennedy Homes site to have a developer who has strong relationships with realtors knowledgeable about the area. 100% financing is a feature that helps to move home inventory in Gainesville and is an example of a feature that supports the role of the realtor.

PROVIDE CLEAR VALUE

Many home buyers in today's market search for a good value. They want to be able to afford the right amount of space while at the same time, balancing out the lifestyle they hope to live. Realtors are seeing a shift in the way people buy homes. Whether it be willing to move further away from an area or choosing a different type of residential accommodation, buyers are looking for a good value that balances the idea of a sound investment with a sustainable lifestyle.

STAKEHOLDER PROFILES

Continued

Education Professional

The Eastside's education system plays a foundational role in the community's future. Educators say that schools will often expand their missions beyond their original charter in order to attend to the 'whole student,' rather than just a student's education. In order to achieve optimal results, students need to be prepared to learn with full stomachs, in a safe environment, and with adequate support systems in place. Evidence supports that student performance suffers as a whole in schools that show higher percentages of single-parent households and free and reduced lunch participants.

Eastside schools play incredibly important roles in helping to

strengthen and connect with the citizens living in the East side. When prompted, our interviewees describe the positive impacts they see in schools where meaningful relationships between students and teachers exist. Metrics exist to prove that building up the 'whole-student' leads to more holistic success.

Good schools are also an important factor for many home buyers. Improving the reputation and quality of Eastside schools is essential. Several Eastside programs have seen impressive successes in areas of culinary arts, sports and science... telling these stories should be factored into future communications efforts.

Business Owners

Business owners know the neighborhoods they serve and understand the double-edged sword that exists from a lack of competition. Fewer food, retail and service options means that customers have less choices and businesses have less competition. However, less competition doesn't always lead to higher revenues for existing Eastside businesses-- as many businesses benefit from being located near other services (e.g. the grocery store or mall traffic effect).

East Gainesville business owners say that they are grateful for the support that they receive from their existing customer base-- they talk of a strong sense of East Gainesville loyalty.

However, many business owners say that they are frustrated with the lack of development in the Eastside. Abandoned buildings, poor parking conditions, city regulations and tricky zoning has made it hard for developers and business owners to realize the potential that exists there. Business owners say that they want to see a more holistic and collaborative approach to helping the area grow its commerce.

DESCRIBING EAST GAINESVILLE

During our discovery we gathered a wide net of public perspectives surrounding Gainesville's Eastside community. These perspectives are communicated through keywords and direct quotes. We have chosen to organize the results by area: Eastside of Gainesville as a whole, the former Kennedy Homes Site and GTEC

East Gainesville

It is important to communicate East Gainesville in familiar terms that feel like home. When executing copy or messaging for East Gainesville initiatives it is critical that it feels authentic, humble and filled with potential.

KEYWORDS

Destination
Self-Concept
Humble
Roots
Soul
Story
Virgin
Frontier
Home to me
Tapestry
(*Could be considered*) A little edgy

DIRECT QUOTES

"Historic building owners are like owners of pets or parents of children...you can't do anything you want to to that dog or that child..you're their keeper of this historic building...to protect it, preserve it."

"Is it jobs, is it education... what is it.... I'm still searching."

"I've been trying to build people, not buildings."

"Eastside is oppressed and depressed because they have been treated as less than."

"Education was the essence of who we were."

"There is still a persisting community because of the care they receive... but that isn't life... people should be able to take care of themselves."

"The good old days made us who we are."

"I came back because my heart 'longed' for MY community... that community is gone."

DESCRIBING EAST GAINESVILLE

Continued

Former Kennedy Homes

Naming the FKH site should feel nostalgic and natural while yet informed by the larger vision of the area and community.

KEYWORDS

Friendly
Trees/Wooded/Natural
Walkable
Diverse
Natural Living

DIRECT QUOTES

“It may be the oldest section of town, but it’s really very virgin in many ways.”

“Education is essential, and we need places where people can go to get help (speech, math, science) and feel comfortable”

“When I came to Gainesville, all of the realtors pushed me away from the Eastside... bad schools, high crime, etc.”

“There seems to be a difference in the Westside vs. the Eastside... ‘suburban mentality’ vs. ‘urban mentality’... I want to stay in my car and get to where I’m going, vs. I want a place that is walkable and accessible.”

“The Eastside feels more wooded... but it’s more of a feeling than a truth.”

“A community is nothing if not loyal to where they are planted.”

DESCRIBING EAST GAINESVILLE

Continued

GTEC

Naming should be motivated by finding convergence between community and progress in a way that fits within a natural environment. Proposed name of 'The Nest' may not on its own communicate 'access' or be 'authentic' to the area.

KEYWORDS

Potential
Self-concept
Community
Design
Anticipation
Promise
Opportunity
Enabled
Enriched
Emboldened
Village
Restore
Fabric

DIRECT QUOTES

"Vision...having vision... lives in the belly of an individual..."

"The people in this community patronize the local businesses... I'm very proud about that."

"With the right concept you can do well here because there is little competition."

"There isn't enough wholesome ways to spend money... there are too many ways to blow it. Look around at all the liquor stores, the lottery machines..."

"If there was a partnership between the city, business owners and banks in order to help buy up some of the older sites as investments to open up new businesses..."

"Being heard was revolutionary to the black community... they felt validated."

COMMUNICATION OBJECTIVES

Any communication in the Eastside of Gainesville, regardless of the medium, needs to adhere to the three following objectives:

SERVE. PRESERVE. EMPOWER

These three words are inward facing benchmarks set for community action. Events, campaigns, collateral and film need to fulfill these important tasks:

How do our tactics preserve the landscape, the stories and the figures which paint our local history, while paving the way for greater shared opportunities and growth?

How are we serving the Eastside community, and how do these tactics serve the greater Gainesville community?

How do these tactics empower a community to share, enliven and embolden their culture and their future?

THE CAMPAIGN



Our campaign is built around the phrase 'Look East.' This statement is loaded with emotion, story and expression—a theme similarly shared by the Eastside. The challenges faced in East Gainesville are deeply rooted for some, and completely passed over by others.

When communicating with, to and about this area, it is important to use a tone of voice that is authentic, commanding, imperative and inspiring. Our goal is to both inspire curiosity, ownership and action. It is simply not enough to present the benefits provided in the Eastside of Gainesville. Rather, we have to purposefully and meaningfully assert that being patient, and waiting for things to change is not enough anymore. It is not about buildings. It is not about missed opportunities. It is about people and potential.

OUR CAMPAIGN MUST BE:

Filled with hope, but tempered with the possible.

Assertive yet welcoming.

Bold, warm and authentic.

Nostalgic, with an eye towards the future.

Embraced by the community and a manifesto for the courageous.

THE STORY

There was a time when these answers came so easy to so many.

It was a time thought to have come and thought to have gone - a time when the roots you wound with those whom you shared a street reached deeper than the rivers that grew the city itself.

There are places where this time has yet to be forgotten - where dinners are caught proudly with a hook and shared with a smile.

There are places where the moss still hangs low in the streets and the stars still shine through - where values have no choice but to be stuck to.

There are places that babies leave young from the bathtubs they were born in. They set out to see the world only to return home with it in the palm of their hands.

There are places that have been stuck waiting at a broken light while the rest of the world blurs by. Places divided by the invisible and forgotten by the blind.

There are places - hopeful and willing - tired after decades of climbing out of a grave that was not theirs to dig.

These are the places that are hardest to see.

Places defined not by their present, but by their potential, overlooked yet rich with all things that matter.

Who is your neighbor?

Can you tell me her story?

When her children fall, do they not bruise as yours do?

Past the invisible divide of your yards, and after an occasional nod hello, how deep do your roots really run?

Can you paint me her portrait? Tell me, who is your neighbor?

THE STORY

Continued

It is not enough to watch the sun as it rises and dismiss where it came from.

It is time to look east.

To the lakes and the prairies and the stars.

To neighborhoods where children still play through the night, and an extra hand comes as easy as a knock on the door.

To the schools who've risen from the bottom and reside at the top.

To streets peppered with character instead of cookie cutouts.

To the birthplace of a city.

To precedent.

To pride.

To the buildings that defied barriers and danced through the night with James Brown and B.B. King.

To history made both then and now.

Open your eyes.

Look east.

Places defined not by their present, but by their potential, overlooked yet rich with all things that matter.

What happens when a city is split in two and one half sits tarnished in misconception?

Do you turn your head, or do you open your eyes?

In a tale of two cities, will there always be one left behind?

Or will hope pull it out. Will it be loud, or will it sit so cool and rooted in its ways that it can no longer be ignored.

Where there is the audacity to hope there is undeniable beauty. Just open your eyes.

A city is built not by its buildings, but by its people.

It takes recognizing a soul and investing into its pride before a place will ever see its full potential.

ROLL-OUT & GOALS

ACTION



Some standard branding methods will help ensure the campaign's success. A simple and flexible logomark, a consistent voice and tone and strong visual indicators (consistent and powerful photography and video) will solidify the public perception of this campaign.

The campaign goal is that it will facilitate inclusivity. Instead of yet another branded group or organization out to solve the city's

problems, we aim to shape the identity through the context of a movement (adaptable, believable, human)... something that gains value and traction by the human energy invested in it.

A convergence of social media tactics, environmental and interactive experiences and some focused video narratives will engage a wide range of our local and non-local population in ways standard marketing tactics cannot.

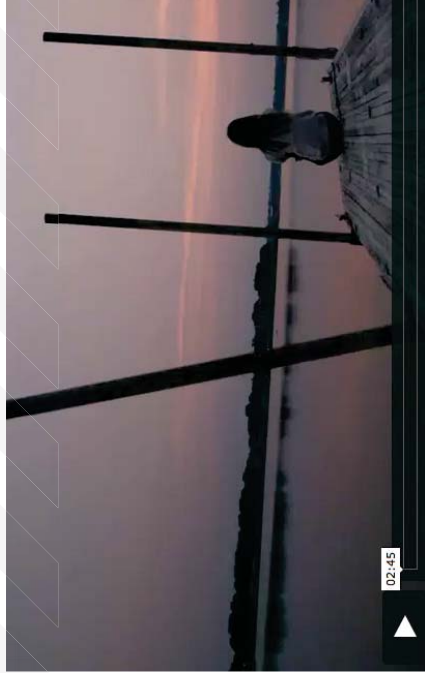
Pop-ups

A pop up movement responds directly to the resounding feedback we received about the lack of business and infrastructure on the Eastside—opportunities that would provide food and grocery options, event and gathering space and places to engage and educate the community.

Using the GTEC Campus as an anchor in the Eastside of Gainesville and in partnership with Santa Fe College, the 'Look East' campaign will launch a series of pop-up events. These pop-ups should be inspired by the community they live in—places like Higgin's Market, Perryman's, Tacklebox, or street-side crab boils. Something historic, authentic and unique to the greater Gainesville area.

ACTION

Continued



Video

There are a number of ways to 'Look East' through the medium of video. Whether we are talking about history, unique perspectives, opportunities for outreach or the environment that magnetizes people eastward, videos are an incredible way of documenting and portraying powerful insight.

For an idea of the art direction, refer to this URL:

<https://vimeo.com/102128538>



Artists

Opportunities for art abound in the Eastside and beyond. Environmental art is a great way to expose important topics and begin much needed conversations. It is also a great way to evoke a community's spirit and provide access for understanding and self-expression.

Art is shareable. It builds connections and fosters understanding. It is inclusive to anyone who bears audience, and exclusive to the community in which it lives. Art can be both a destination and a journey... explorative and validating.

ACTION *Continued*



Collateral

The Gainesville area is filled with realtors, banks and developers. Sometimes all that is needed is to connect with the right ones, and we can do this through networking and outreach. Compelling and focused collateral that communicates the strengths, assets and potential of the Eastside area will be both visual and fact/data driven.

These collateral pieces will be focused around the communication needed for each stakeholder group. Tailored communication ensures that the messages we send are custom made for their audience and become useful tools that will lend support for the GCRA's efforts. Important to note in these communications is the point about

the opportunity to reflect on mistakes made by development in West Gainesville and move forward with innovative and imaginative efforts in the Eastside.

For instance, realtors are not just selling homes, they are selling lifestyles. What does the area offer to a lifestyle? How does the area support that lifestyle? Because realtors are not allowed

to discuss things like crime, racial makeup, types of families in the area, etc., materials that focus on value, savings and the uniqueness of the area and of the community (in this case, the Former Kennedy Homes site) would be more ideal. Hosting focus groups for realtors can help uncover the most appropriate tools for these collateral pieces.

To those who build only what others can imagine... Look East.



ACTION

Continued

Other outlets

There are infinite ways to interact with communities and inspire knowledge and understanding. However, it is important to have an overarching theme to coalesce these efforts. If all of our actionable efforts are moons, then “Look East” is the planet they all revolve around.

- Soul food tours and competitions
- Pop-up yoga at the former Kennedy Homes site
- Historical bike tours
- Environmental installations
- Micro-Events with local organizations to help bring together targeted cross-sections of people who represent historical, environmental, art/design, educational and development interests. Events would be beautifully created and curated experiences in Eastside locations with the intention of sparking ideas and conversations (e.g. Boulware Springs Pump House).
- Audit of all existing programs and initiatives that help provide access to education and careers. Once audited, we can re-calibrate these efforts with a holistic approach to curate messages that make it simple to understand the multiple avenues to a career.
- Large wi-fi zones (e.g. Boys & Girls Club and Lincoln Estates) to establish a Digital Village
- East Gainesville website - an incredibly well designed forum, gallery, news platform with a well planned online strategy designed to communicate the potential to both internal and external business investments. It could also include a map experience that illustrates the layers that exist in the Eastside: nature, history, potential, geography, landmarks etc.

