

Legistar #200401

15 JUNE 2021

# Heartwood Update

Gainesville Community Reinvestment  
Area Advisory Board

Dan Gil, GCRA Project Manager



Gainesville  
Community  
Reinvestment  
Area





# Model Home Virtual Tour





# Heartwood Marketing Update

**Heartwood website launch: 5/14/21**

## GCRA

1,400+ email recipients

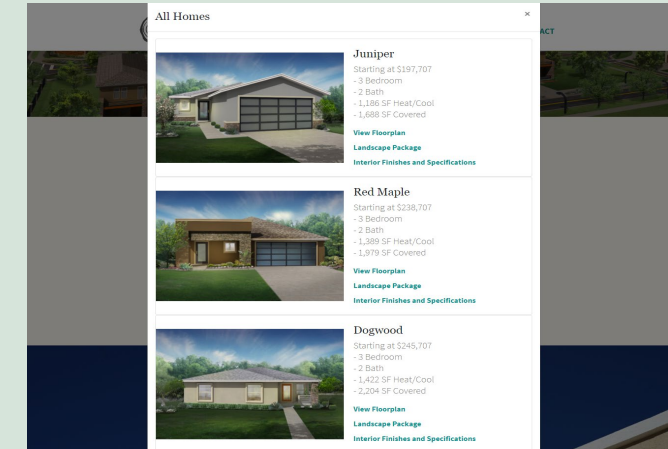
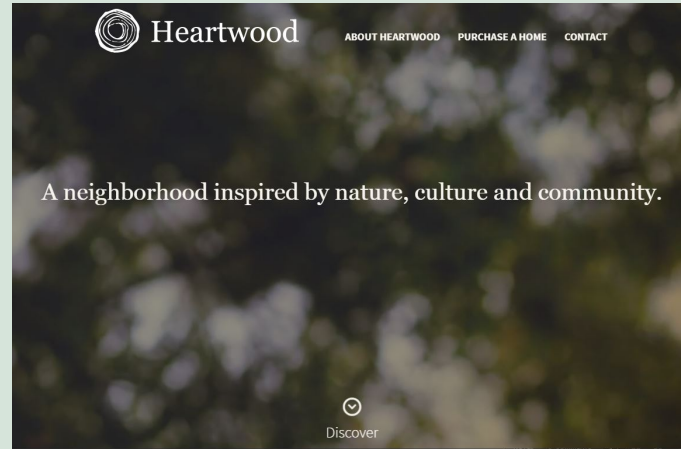
Social Media

Local newspapers

## Team Dynamo

MLS

11,000+ email recipients



## Session 1

12-1 p.m.

Attendees: 30

Questions: 37

## Session 2

6-7 p.m.

Attendees: 27

Questions: 22

## **Virtual Homebuyer Information Sessions 6/2/21**



# Next Steps

5/14/21  
Website  
Launch

6/2/21  
Virtual  
Homebuyer's  
Informational  
Sessions

6/16/21  
**Drive-Through  
Open House**

★ 6/30/21 ★  
**Sales Day**

7/14/21  
Dreams2Reality  
Application  
Window Closes

7/16/21  
Dreams2Reality  
Announcement

## **Recommendation**

GCRA Director to the GCRA Advisory Board: Hear update



Gainesville  
Community  
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