

LEGISLATIVE

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GainesvilleConnect.com and Primavera:

putting Gainesville on the map as a premier innovation hub, cultural destination and quality place to live, work, invest, learn and visit.



THE PURPOSE

Vision: Putting Gainesville on the map as an innovation hotspot and premier cultural destination.

Mission: To grow the full spectrum of our regional creative economy by recruiting and retaining high quality talent and investment

Goals:

- one-stop web-based portrayal and information resource
- integrated set of recruitment and welcome tools
- fresh, local content provided by local partners, organizations, businesses
- community connections through links, contact info and social media

Timeline Site goes live: November 4, 2012
Roll-out campaign launches: December 4, 2012
Primavera/GainesvilleConnect Marketing Campaign: Dec 2012 - April 2013

THE NEED

In meetings and focus groups, employers and institutions have expressed the need for:

- A one-stop online portrayal of Alachua County
- Information to help trailing spouses; and identify education and activity choices for children
- Ability to reach audiences evaluating communities nationwide
- A better return on the investment of time, effort and expense to recruit top talent
- Building the buzz about Gainesville!

Recent arrivals tell us:

- We love Gainesville: it is welcoming, friendly, beautiful, safe, serene and full of amazing people
- Before moving we would have liked information on: arts and culture, nature, recreation, location, schools, cost of living, options for spouse and kids, housing and neighborhood choices, community organizations
- When relocating we would have liked practical tools on how to get settled, get around, get involved

Marketing, next door . . . and around the world:

- Collaborative marketing brings high visibility
- Gainesville's major innovation leaders and employers have committed to using and promoting the site
- People will be directed to GainesvilleConnect by recruiters, realtors, businesses, schools, residents

THE CONTENT

Practical Resources: Calendars | Conference Planner | Employment Listings | Cost Calculator | Maps
Location | Transportation | Non-profit and Civic Groups | Volunteering | Schools | Education

Culture & Nature: Primavera | Arts Groups | Cultural Venues | Trails | Sports & Recreation | Festivals

Lifestyle Options: Urban, small town, neighborhood and downtown living | Culinary Scene | Shopping

Welcome Guide: Move in logistics | Education | Health & wellness | Civic & Religious Groups | Media
Home and Garden | Personal services | City and County services

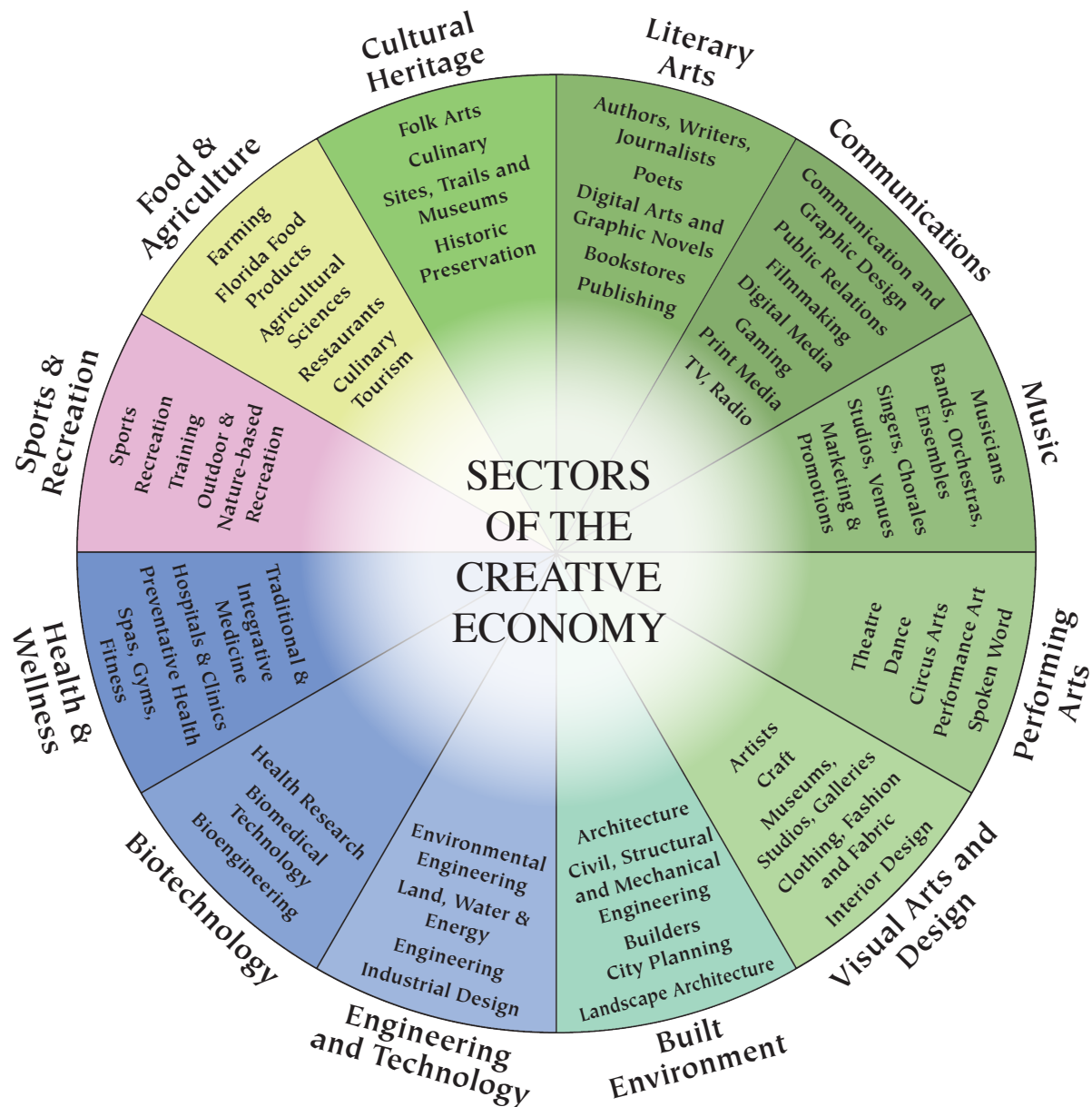
Innovation and Green: Sustainability | Recycling | Green Buildings | Gardens | Transportation

Jobs: Connect to major employers | Start-up Businesses | Entrepreneur Programs | FloridaWorks

Content types: Video | Photos | Articles | Blogs | Connect to local groups and social networks

INITIATIVE	<p>GainesvilleConnect.com is being created as a comprehensive tool to assist in recruiting top employees, researchers, companies and investment to Alachua County. The website will provide a portrait reflecting the quality of life in Gainesville and Alachua County by featuring exciting lifestyle choices for all demographics including urban townhouses and lofts, family neighborhoods, small towns and rural landscapes, plus popular weekend retreats.</p> <p>The website will gather the very best of our educational opportunities; spotlight the work of our community organizations; portray the unique heritage of our small towns; and showcase our community as a regional hub for healthcare; arts and culture, recreation, and innovation. Collaboration with iG, FloridaWorks and VisitGainesville.com will provide integrated tools to help people relocate, find employment, start or move a business, plan conferences and identify investment opportunities.</p>																								
INVESTMENT	<p>A one time investment of \$5,000.00 by each Partner is needed to make GainesvilleConnect.com a reality.</p>																								
PARTNERS	<table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Lead Coordinator:</td> <td>Florida's Eden</td> </tr> <tr> <td>In-kind Cooperation:</td> <td>iG (Innovation Gainesville)</td> </tr> <tr> <td></td> <td>Gainesville Area Chamber of Commerce</td> </tr> </table> <p>Paying Partners:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">CPPI, Charles Perry Partners, Inc.</td> <td>I² UF Innovation Square</td> </tr> <tr> <td>FloridaWorks</td> <td>GNV-Gainesville Regional Airport</td> </tr> <tr> <td>GACAR-Gainesville/Alachua County Association of Realtors</td> <td></td> </tr> <tr> <td>Santa Fe College</td> <td>UF&Shands - Shands HealthCare</td> </tr> <tr> <td>UF Office of Licensing and Technology (OTL)</td> <td></td> </tr> <tr> <td>UF Sid Martin Biotechnology Incubator</td> <td></td> </tr> <tr> <td>UF Cultural Plaza and UF College of Fine Art</td> <td></td> </tr> </table> <p>Prospective Partners:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Alachua County</td> <td>City of Gainesville</td> </tr> <tr> <td>GSOC/University Athletic Assoc.</td> <td>Plum Creek</td> </tr> </table>	Lead Coordinator:	Florida's Eden	In-kind Cooperation:	iG (Innovation Gainesville)		Gainesville Area Chamber of Commerce	CPPI, Charles Perry Partners, Inc.	I ² UF Innovation Square	FloridaWorks	GNV-Gainesville Regional Airport	GACAR-Gainesville/Alachua County Association of Realtors		Santa Fe College	UF&Shands - Shands HealthCare	UF Office of Licensing and Technology (OTL)		UF Sid Martin Biotechnology Incubator		UF Cultural Plaza and UF College of Fine Art		Alachua County	City of Gainesville	GSOC/University Athletic Assoc.	Plum Creek
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OWNERSHIP	<p>GainesvilleConnect.com is being developed by the non-profit Florida's Eden as part of its mission to promote sustainable economic development in North Florida. It is planned that the project will be turned over to ownership by an organization made up of the project partners once the site is sustainable through advertising revenues.</p>																								
BENEFITS	<p>Partner Benefits:</p> <ul style="list-style-type: none"> Exclusive partner representation within your industry Framing the needs and the message Logo and link on the footer of every page of the site Dedicated content pages Self-selected visibility in appropriate content areas Real time content control including text, photos, video, blog, newsfeed, links Preferred access to premium advertising 																								
CONTACT	<table border="0" style="width: 100%;"> <tr> <td style="width: 40%;">Annie Pais, Executive Director, Florida's Eden</td> <td style="width: 20%;">awpais@aol.com</td> <td style="width: 40%;">352.377.0777</td> </tr> <tr> <td>Stewart Thomas, Creative Director, Florida's Eden</td> <td>palmstone@gmail.com</td> <td>352.514.3838</td> </tr> </table>	Annie Pais, Executive Director, Florida's Eden	awpais@aol.com	352.377.0777	Stewart Thomas, Creative Director, Florida's Eden	palmstone@gmail.com	352.514.3838																		
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SECTORS OF THE CREATIVE ECONOMY



The Creative Economy thrives in settings across all sectors, including educational institutions, incubators, museums, studios, workshops and more.

2004 Official Endorsement of the Florida's Eden comprehensive plan by economist Richard Florida, author, *The Rise of the Creative Class*

"The Florida's Eden plan is on the leading edge of the international movement for developing regional creative economies.

Creativity is a tremendous engine for economic growth and the Florida's Eden plan is unique in its awareness of the many commonly experienced pitfalls and challenges.

This plan is an inclusive, open, and neutral agency developed specifically to address the problems of income disparities, rural isolation, and a degraded environment and quality of life.

As a plan which encourages cooperation and partnerships, Florida's Eden merits attention, as it allows individuals to participate without losing their own identity, control and investment.

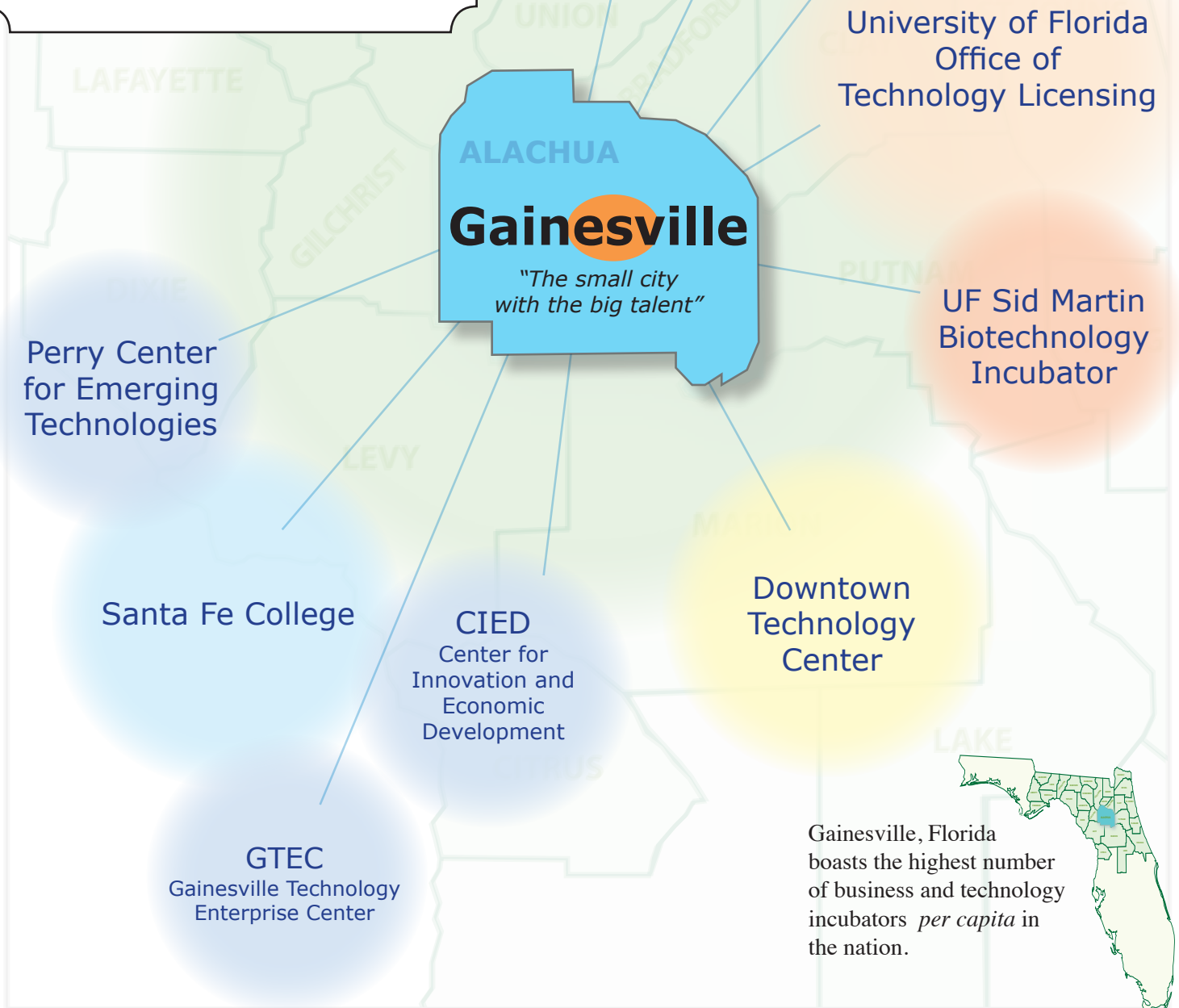
In short, in bringing prosperity and improved quality of life, this is the work we would like to see happening in communities around the country."

Richard Florida

Florida's Eden

The GAINESVILLE INNOVATION MODEL

- Web of innovation organizations
- Density of talent
- Individual autonomy
- Specialized niche capabilities
- Collective access to resources
- Geographical proximity
- Direct links to university research
- Skilled workforce and training
- Room for business expansion



Gainesville, Florida boasts the highest number of business and technology incubators *per capita* in the nation.

GainesvilleConnect.com was created to meet the demands of the businesses and organizations that are leading Gainesville's Innovation Renaissance.

All partner organizations, listed below, have agreed to use GainesvilleConnect.com as their prime employment recruiting and welcoming tool, driving targeted visitors to the website, and promoting the Gainesville Innovation Model.

BANCF: Builders Association of North Central Florida*
CIED: Center for Innovation and Economic Development
CPPI: Charles Perry Partners, Inc.
Downtown Technology Center*
Florida's Eden
Florida Innovation Hub at UF
FloridaWorks
FMNH: Florida Museum of Natural History
GACAR: Gainesville/Alachua County Association of Realtors
Gainesville Area Chamber of Commerce
GNV: Gainesville Regional Airport
GSOC: Gainesville Sports Organizing Committee*
GTEC: Gainesville Technology Enterprise Center
iG: Innovation Gainesville
I² — Innovation Square
Perry Center for Emerging Technologies, Santa Fe College
Samuel P. Harn Museum of Art
Santa Fe College
UF College of Fine Art
UF Office of Technology Licensing
UF Performing Arts
UF&Shands / Shands HealthCare
UF Sid Martin Biotechnology Incubator
UF Tech Connect

connecting you to
Gainesville, Florida—where nature, culture and innovation meet

GainesvilleCONNECT.COM

#1 Best Florida city for business and careers. *forbes.com 2012*
#6 Best small metro, overall healthcare. *MilkenInstitute.org 2012*
#7 Top ten greenest cities in the nation. *TheDailyBest.com 2011*
#6 Best places for new college grads. *TheAtlanticCities.com 2012*

live, learn, work, play, create and thrive
in Gainesville, Florida—the small city with big talent

GainesvilleCONNECT.COM

Top ten places to live in the USA. *TipTopTen.com 2012*
America's top 20 leading creative class metros. *Richard Florida 2012*

FOR IMMEDIATE RELEASE

December 2012

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GainesvilleConnect.com/mediakit

GainesvilleConnect.com: New web portal puts Florida metro on the map

Gainesville, Florida is presenting a bright new face to the world with the launch of GainesvilleConnect.com, a unified web portal designed to entice and welcome new businesses, researchers, entrepreneurs and investors. While Gainesville attracts national attention for its burgeoning renaissance as a center for technology and innovation, a slew of local leaders championed the need for a stronger web presence. Over 25 organizations and businesses representing the cutting edge of local economic development have supported creation of GainesvilleConnect.com and have pledged to use it as their online recruitment tool.

Hardly a week goes by without Gainesville receiving yet another accolade. The city has received rankings in everything from top tech city in Florida, a top ten city for livability, and best place to start a band. Nevertheless, institutions as diverse as the University of Florida (UF)—one of the nation's top public research institutions—to local start-up companies have been hampered in their ability to recruit and retain the employees they need. In spite of having captured the world's attention, Gainesville wasn't telling its own story.

“We are an Eden. We're lush and fertile with both biodiversity and intellectual activity. We're lucky we're the size town we are. In many ways, small is powerful because of the concentration of talent, energy and cooperation,” says Patti Breedlove, the associate director of UF's Sid Martin Biotechnology Incubator. Over the last three years leaders participating in the iG (Innovation Gainesville) framework identified communication as a key need. In order to continue the growth of start-up companies and quality new jobs; new tools were needed to let potential entrepreneurs and investors know about Gainesville's high quality of life and skilled population.

Rather than outsource creation of the new website they turned to Florida's Eden, a local non-profit with ten years of experience in community development. “We are at the dawn of a renaissance that will benefit everyone in this community,” notes Annie Pais, Executive Director of Florida's Eden. “One of the hallmarks of our community is the concentration of creative talent that lives here, and we are inviting everyone to take part in telling our story through GainesvilleConnect.com.”

Florida's Eden and iG also wanted to hear from recent arrivals. Focus groups from diverse demographics offered consensus on the attractions of the area—friendliness, serenity, educational excellence, and an exciting urban/rural blend of world-class culture and night life along with easy access to wilderness and outdoor recreation. They also offered

detailed insights into things they would have appreciated when researching the area—tools that have been incorporated into GainesvilleConnect.com. Indeed, the site lives up to its name, serving as the entrance to a one stop shop for scores of organizations and resources that make Alachua County and Gainesville a remarkable place to live, learn, work, play, create and thrive.

Economist Richard Florida notes that a hallmark of the global economy is the ability of talented employees to choose to live anywhere in the world. In 2012 Richard Florida ranked Gainesville among “America’s Leading Creative Class Metros.” No stranger to recruiting top level athletes, Gainesville has now turned its attention to putting the city on the map as a global idea center that has zealously retained a high quality of life. “From the natural landscapes to the cultural offerings to the beloved restaurants and haunts, Gainesville is like no other,” explains Michael Blachly, Director, University of Florida Performing Arts. “The beauty of GainesvilleConnect is that it is ‘one stop shopping’ for those who may be considering making the city their new home and for residents who may have forgotten the gems that lie just off the beaten path.”

#

Gainesville Leaders offer comments on GainesvilleConnect.com

“The buzz is out about Gainesville. We’re touted as ‘the small city with big talent’ by national and international technology leaders, visiting CEOs and cultural creatives.”

- Annie Pais, Executive Director, Florida’s Eden

“We have more talent here per capita than anywhere I know—than even perhaps New York City! We are an Eden. We’re lush and fertile with both biodiversity and intellectual activity. We’re lucky we’re the size town we are. In many ways, small is powerful because of the concentration of talent, energy and cooperation.”

- Patti Breedlove, Associate Director, UF Sid Martin Biotechnology Incubator

“There is more excitement about our amazing community than ever before; especially among those who know that innovation is the key to the future of our country.

GainesvilleConnect.com will be an extremely useful tool for all of us who interact almost daily with both internal and external constituents who want to learn more about what makes Gainesville such a hotbed of innovation.”

- Jane M. Muir, Director, Florida Innovation Hub at UF and UF Tech Connect
Associate Director, Office of Technology Licensing

“We, who live in the greater Gainesville area, know our community is where you can live, learn, work, play, create and thrive. Gainesville Connect provides a one-stop location to find everything Gainesville; everything Alachua County. Visitors to Gainesville Connect will get a rich flavor for the place we love to call home.”

- Rose Fagler, Plum Creek
Co-chair of Innovation Gainesville

“What distinguishes any great city are the things that make it unique. Gainesville has a rich history and tradition through its association with the University of Florida but this is not the only thing that makes it unique. The people and places add flavor to an already ‘great dish.’ From the natural landscapes to the cultural offerings to the beloved restaurants and haunts, Gainesville is like no other. The beauty of GainesvilleConnect is that it is a ‘one stop shopping’ alternative for tourists and visitors, for those who may be considering making the city their new home and for residents who may have forgotten the gems that lie just off the beaten path.

- Michael Blachly, Director
University of Florida Performing Arts”

“Innovation Square is becoming the ‘live, work, play’ community within Gainesville that will support the eco-system of innovation and entrepreneurship that will grow jobs, the economy and create a creative culture for generations to come.”

- Ed Poppell, University of Florida Development Corporation

“We saw the production of GainesvilleConnect.com as an opportunity for a new level of

community development. We intentionally created a partnership made up of our community's top recruiters and creative economic leaders who all agreed to the need, to contribute content and to use the site. It has always been our goal that GainesvilleConnect reflect a progressive, united effort because those we seek expect nothing less."

- Annie Pais, Executive Director, Florida's Eden

"Gainesville offers companies a commitment to innovation, world-class education, the arts, the environment, active citizens and a local government that places a high priority on investing in our community's future. In short, we're combining the necessity of a thriving business climate with the desire of those businesses employees for a high quality of life."

- Gainesville Mayor Craig Lowe

"We live among olympic gold medalists, pulitzer prize winners, inventors, nationally recognized artists, famous rock bands, best selling authors, research scientists, entrepreneurs, Emmy and Oscar winning film makers, world renowned explorers, and a population of creative talent that many newcomers describe 'as more than a little intimidating.' "

- Annie Pais, Executive Director, Florida's Eden

"Gainesville has been methodically laying the groundwork for the innovation economy for the past two decades. . . . Business is beating a path to Gainesville's door precisely because this is more and more becoming a community where creative people want to live, work, play and collaborate. . . . This year alone, eight local startups landed more than \$50 million in financial backing. And UF's Innovation Hub, its paint hardly dry, has already attracted \$72 million in private investments."

- Ron Cunningham, editorial editor, Gainesville Sun (November 18, 2012)

"What happens when a density of this caliber of talent lives, works and plays together in a small city? We collide and collaborate. We are always creating-it's in our very nature. We exchange ideas while we work, while we raise our kids, while we volunteer for community projects. This constant cross-pollinating of ideas creates a true 'collaboratory' producing a vibrant, healthy ecosystem of innovation and culture."

- Annie Pais, Executive Director, Florida's Eden