

**LEGISLATIVE #**

**100267 B**

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**STRATEGIC INITIATIVE # 2.9**

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**GOAL #2: ECONOMIC DEVELOPMENT AND REDEVELOPMENT**

*Foster economic development and encourage redevelopment*

**INITIATIVE 2.9: DEVELOP STRATEGIES TO SUPPORT SMALL LOCAL BUSINESSES****Fiscal Year 2012 Quarterly Updates:****4th Quarter Report (Received by CCOM on 11/15/2012 Consent Agenda)**

In the fourth quarter of FY12, the City continued negotiations with Santa Fe College to transfer management of GTEC.

In August, the City issued a formal solicitation to begin the process of securing a tenant for the restaurant and café space in the Depot Building. The process presents a great opportunity for local entrepreneurs and restaurateurs

The CRA began efforts to better understand its impact on local, small and diverse vendors. The information will ultimately be tied into efforts to help vendors work with the CRA.

**3<sup>rd</sup> Quarter Report (Received by CCOM on 08/16/2012 Consent Agenda)**

A second Grow Gainesville Fund loan closed in the third quarter of FY12. The loan was awarded to The Top for renovations to their building.

At its regular meeting in May, the City Commission heard a presentation from outgoing Commissioner Sherwin Henry which proposed involving Santa Fe College as a partner at GTEC. The presentation focused on the findings from a focus group the Commissioner had convened to discuss the future vision for GTEC. The City Commission ultimately requested the City Manager start negotiating with Santa Fe College to assume management of GTEC. The City Commission also recommended that the focus of GTEC be broadened to include non-technology companies. To that end, the City Manager hosted a meeting with GTEC tenants to discuss the future vision for GTEC.

In June, staff participated in a Reverse Trade Show at the Central Florida College in Ocala to connect local, small and minority-owned businesses to procurement opportunities with the city and CRA.

**2<sup>nd</sup> Quarter Report (Received by CCOM on 6/7/21012 Consent Agenda)**

The CRA passed new economic development initiatives to incentivize the creation of high-wage jobs and to assist technology companies with relocation costs. Additionally, the CRA continued handling administrative tasks associated with GTEC. In February, staff from CRA and the National Development Council met with local business owners to market the Grow Gainesville Fund loan program.

**1<sup>st</sup> Quarter Report (Received by CCOM on 03/01/2012 Consent Agenda)**

During the first quarter of FY12, staff continued marketing the CRA's economic development finance initiatives to local business owners. In October, the CRA awarded a façade grant to improve the building at 615-625 West University Avenue which currently houses several local businesses. The project will make the vacant space in the building more attractive for future tenants.

**Fiscal Year 2011 Quarterly Updates:****4<sup>th</sup> Quarter Report (Received by CCOM on 12/15/2011 Consent Agenda)**

During the fourth quarter staff continued developing and implementing the CRA's economic development finance initiatives. The Grow Gainesville Fund closed on its first loan to a local small business in August 2011. CRA staff developed a strategy for attracting retail businesses to the city's core. As part of this strategy, staff produced marketing collateral and participated in the International Council of Shopping Centers Florida conference. Through EDUCC and the EOC, staff discussed potential revisions to the Small Business Procurement Program to better help local small business work with the City.

**3<sup>rd</sup> Quarter Report (Received by CCOM on 10/6/2011 Consent Agenda)**

During the third quarter, staff continued work on the CRA's economic development finance initiatives, including finding a servicing agent for the Capital Access Program and marketing the Grow Gainesville Fund, Façade Grant and the Enterprise Zone programs.

The CRA commissioned Georgia Tech's Innovation Institute to complete an assessment of GTEC. The assessment studied all aspects of GTEC, from programming to facilities. The assessment is the first part of the CRA's efforts at retooling and repositioning GTEC to ensure that GTEC continues to be a resource for local entrepreneurs.

Staff served on iG's Calendar Task Force. The task force was charged with helping iG develop a community-wide calendar for events connected with business development and entrepreneurship. Because of the task force's efforts, a calendar should be launched in the next few months.

On June 16, GRU hosted a Small Business Fair to help connect local businesses with potential opportunities to do business with GRU.

**2<sup>nd</sup> Quarter Report (Received by CCOM on 8/18/2011 Consent Agenda)**

During the second quarter, staff presented the action plan for this initiative to EDUCC to receive feedback and policy guidance.

Staff concluded the research phase for a community-based seed fund and in March proposed a model to the CRA Board. As part of the marketing effort for the Grow Gainesville Fund, staff met with several area businesses, bankers and other stakeholders. Staff continues research for the development of additional loan programs, financial incentives and technical assistance programs to assist small businesses.

The CRA sponsored the UF Small Business Conference and Trade Show, held on March 24th. Staff hosted a table and participated in a workshop to let businesses know about the CRA's resources.

Staff also had several meetings with the Office of Equal Opportunity to discuss potential revisions the Small Business Procurement Program. Staff plans to present recommendations to EDUCC in the third quarter.

**1st Quarter Report (Received by CCOM on 2/17/2011 Consent Agenda)**

During the first quarter, the CRA Finance Manager and the Small and Minority Business Development Coordinator met with Strategic Planning staff to develop a framework and an action plan to accomplish this initiative. Staff then met with the Sponsoring Commissioners; Commissioner Henry and Commissioner Wells, to get feedback and direction. At the November 2010 Community Redevelopment Agency meeting, staff introduced the “Seed Fund” concept which will be an integral component of the City’s strategy to support small local businesses. During the second quarter, the Co-champions will present the action plan for this initiative to the Economic Development / University Community Committee.