



GAINESVILLE CRA ANNUAL REPORT 2013

Think *Different.*



2013: *The Year In Review.*

It's a question few private or public sector firms ever ask -- "How do we get out of this business?" And yet it's the right question. While most organizations concentrate on expanding their presence, the right point of view is, what would it take for us to succeed at our mission and work ourselves out of a job... for the simple reason that we've done what we set out to do? That's the right question for the CRA. Not because we want to stop doing, but because we want to succeed at what we're doing.



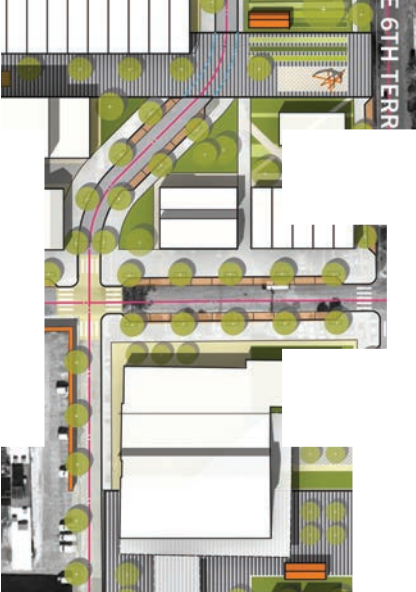
Alan Webber, Co-founder, *Fast Company Magazine*

CRA BOARD

Susan Bottcher
Chair

Yvonne Hinson-Rawls
Vice Chair

Ed Braddy
Lauren Poe
Randy Wells
Thomas Hawkins
Todd Chase



CRA: *Revitalizing.*

POWER DISTRICT

Completion of a redevelopment plan for 17-acres of former industrial land

DEPOT PARK

Programming, design, engineering, and construction of a 32-acre park scheduled to open in 2015



84%

of CRA funding is spent with local vendors

8 MILES

of roadways have been streetscaped by the CRA since 2008

CRA: *Restoring.*



FAPS RESIDENTIAL PAINT VOUCHER PROGRAM

Financial incentive
and project support
initiative

FIRE STATION ONE

Relocation feasibility
and programming study



20

high-wage tech jobs have
been incentivized by the CRA

8 PROPERTIES

participated in the Fifth Avenue/
Pleasant Street Residential Paint
Voucher Program in 2013

CRA: *Transforming.*



DOWNTOWN PLAZA

Concept refinement and approval for design of the Downtown "Bo Diddley" North Plaza

INNOVATION SQUARE ROADWAYS

Design and construction of 1,471 linear feet of new streets, utility infrastructure, and greenspace for SW 9th St. & SW 3rd Ave.



340 TREES

have been planted by CRA projects over the past 6 years

75 CENTS

of every dollar at the CRA is spent on Construction & Related Services

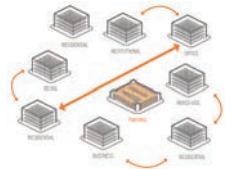


CRA: *Planning.*

GTEC MASTER PLAN

A redevelopment plan for the 13-acre Gainesville Technology Entrepreneurship Center business and commercial campus

INNOVATION SQUARE SHARED PARKING ANALYSIS + STRATEGY



32 AWARDS WON

Over the past 7 years, the CRA has received 32 awards for redevelopment initiatives

48

bicycle parking spaces were installed Downtown in 2013

CRA: *Entrepreneurial.*

**GROW
GAINESVILLE FUND**
SBA-backed loan
for renovations



**ECONOMIC
DEVELOPMENT
PROGRAMS**
High-Wage Job Creation Incentive
Company Relocation Incentive
Capital Access
Redevelopment Incentive
Transformational Projects Incentive
Business Development Assistance

HIGH-WAGE JOB CREATION

\$36,000 of incentives has been paid out to companies for creating high-wage tech jobs

12 FACADES

Helping 12 businesses
improve their building facades
in the past 3 years



CRA: Community Events.

FIFTH AVENUE ARTS FESTIVAL

CRA sponsored
annual neighborhood
event



4th Annual
Gainesville Kids
Triathlon



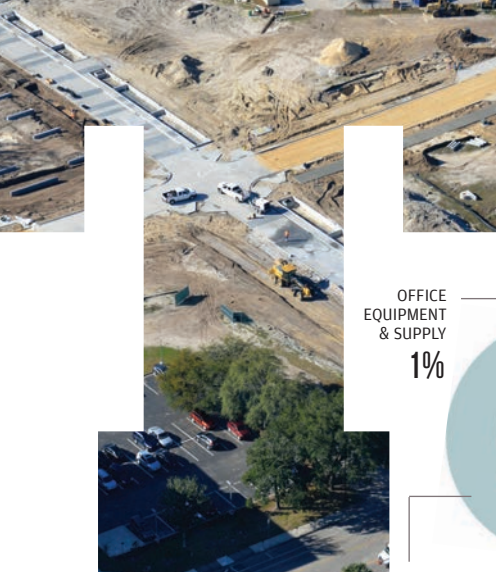
Porters Block Party

14 IN 4

The CRA maintains roughly
14-acres of landscaping in its
four districts

2013 AWARDS

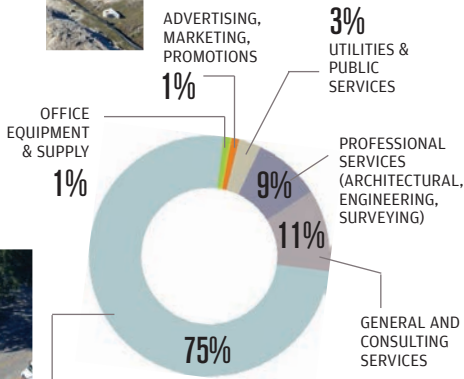
Depot Building
Depot Rail-Trail and Pedestrian Overpass
Catalyst Building



**INNOVATION SQUARE
DEVELOPMENT**

**CONSTRUCTION AND
RELATED SERVICES**

CRA: Local Impact.



*For complete financial information
and reporting, visit the CRA
website at www.gainesvillecra.com*

CRA 2013 REVENUES

CPUH = \$2,689,686
Eastside = \$539,739

Downtown = \$1,800,319
FAPS = \$501,856

Total 2013 Revenues
\$5,531,600

BE

DIFFERENT

5

INITIATIVES

COMMUNITY INITIATIVES



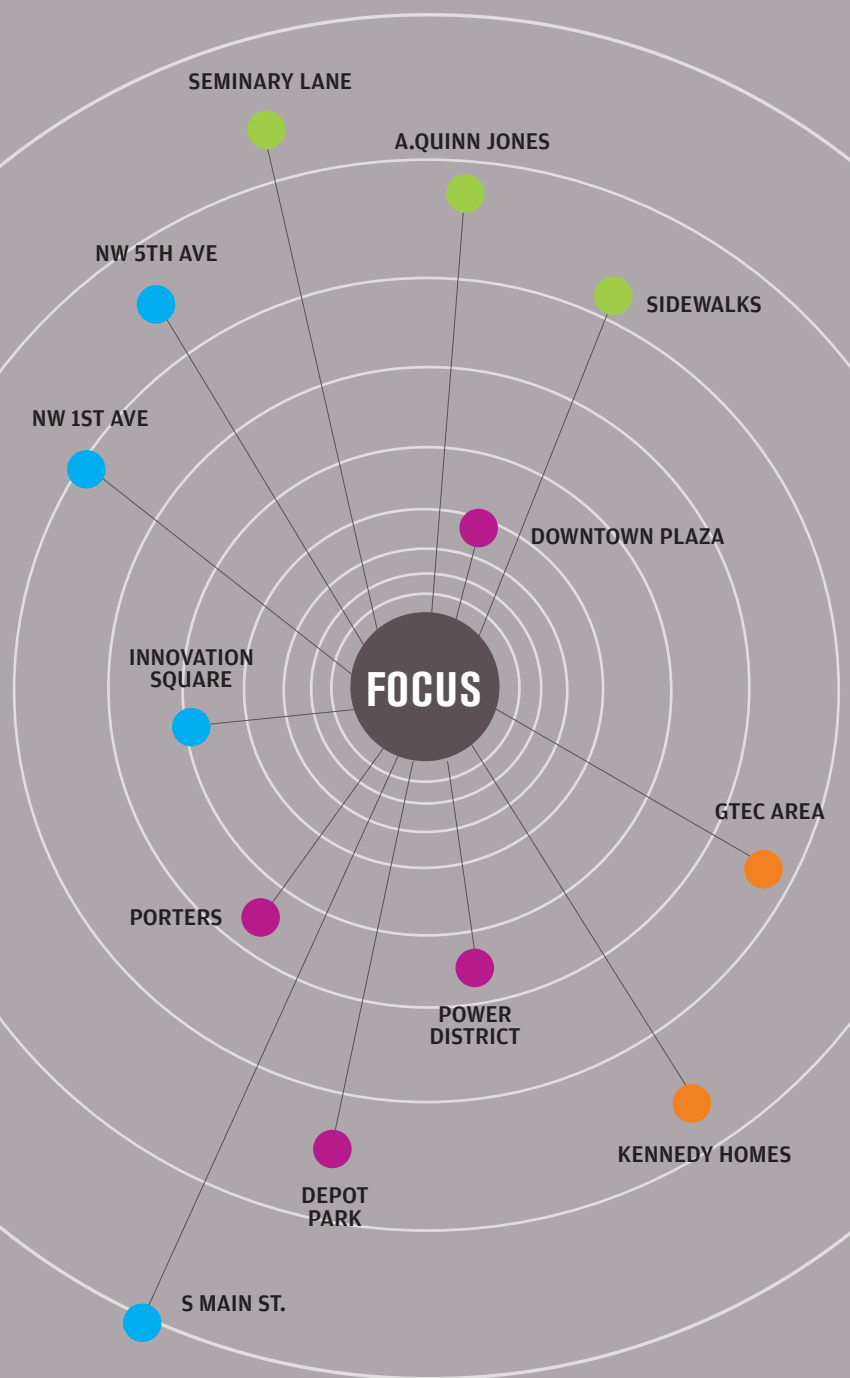
FOCUS

ON COMMUNITY

+

REDEVELOPMENT

The CRA focus is in four Community
Redevelopment Areas: College Park/
University Heights, Downtown, Eastside,
and Fifth Avenue/Pleasant Street.



● FIFTH AVENUE/PLEASANT ST

● DOWNTOWN

● EASTSIDE

● COLLEGE PARK/UNIVERSITY HEIGHTS

COMMUNITY PARTNERSHIP



Partnering with other entities, individuals, and community groups, businesses, developers, and others to do community work.

Support CRA Redevelopment Plans objectives. Leverage CRA resources to generate community pride and involvement.

GROWTH THROUGH COLLABORATION

PROGRAMS + ACTIVITIES

TRANSFORMATIONAL
INCENTIVES PROGRAM

REDEVELOPMENT
INCENTIVES PROGRAM

ECONOMIC DEVELOPMENT
FINANCE PROGRAM

FACADE GRANTS
PROGRAMS

PAINT PROGRAMS

CITIZEN'S FIELD
YOUTH TRIATHLON

FIFTH AVENUE/PLEASANT
STREET ARTS FESTIVAL

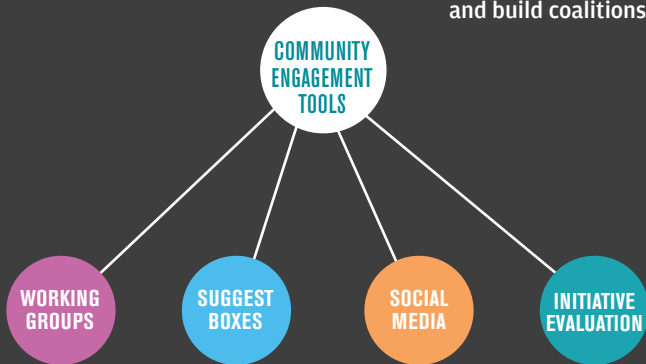
PORTER'S NEIGHBOR-
HOOD BLOCK PARTY

DEPOT BUILDING
PROGRAMMING
AND
SPECIAL EVENTS

COMMUNITY ENGAGEMENT



By facilitating change through community engagement, we gain access to greater audience, reach the people who need us, leverage relationships and build coalitions.



PROCESS EFFICIENCIES



Streamline and simplify procurement.
Attract and retain CRA talent
and small, local, and diverse vendors.

CRA

BOARD

EXEC
DIR

DIRECTOR

CRA
TALENT

MANAGER

MANAGER

TRANSITIONAL ACTIVITIES

We recognize that the CRA takes on too much at one time. Competing priorities has resulted in the CRA resources being spread too thin. Activities are to be transitioned out of the CRA:



PROPERTY MANAGEMENT



MANAGEMENT OF MAINTENANCE



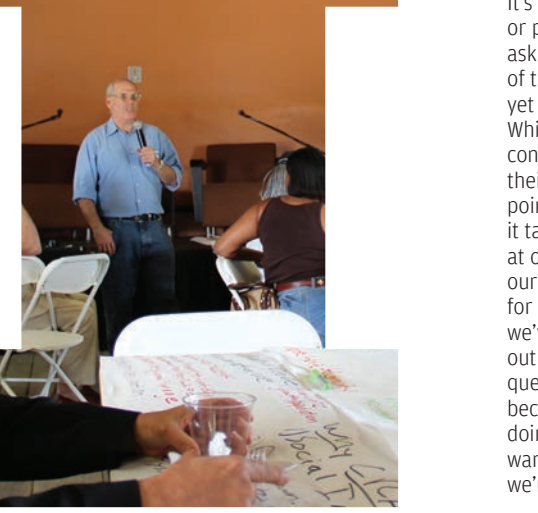
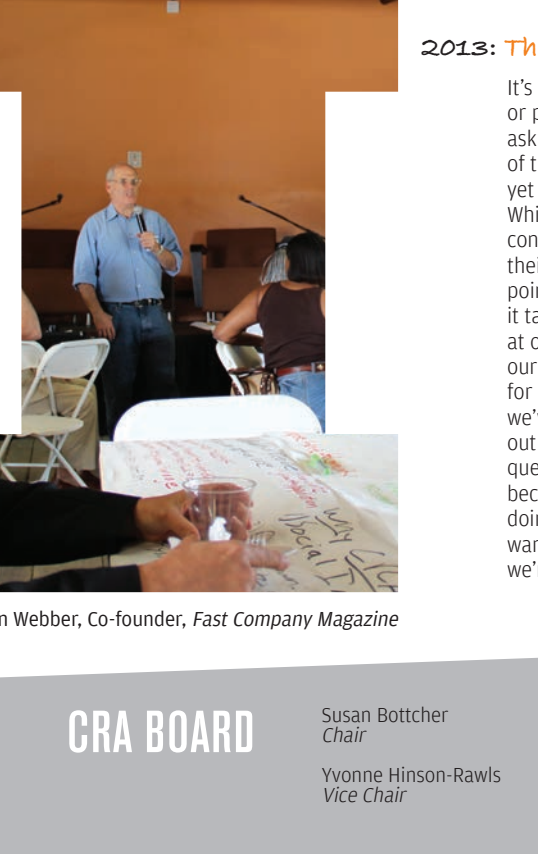
PROGRAMS BEST SERVED BY OTHERS



PRIORITIZE INVOLVEMENT IN EXTERNAL COMMITTEES



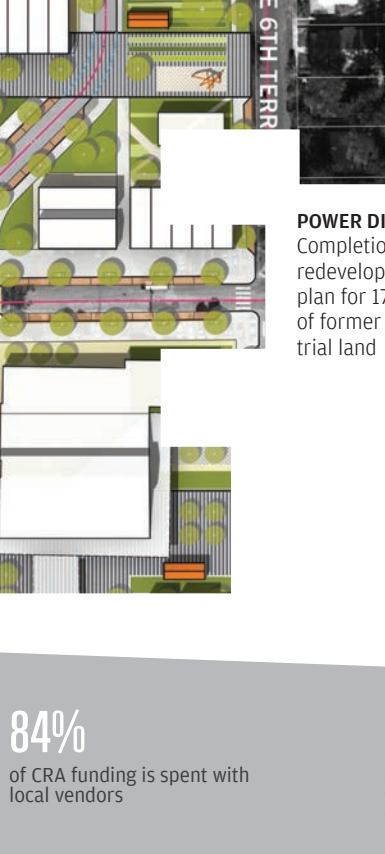
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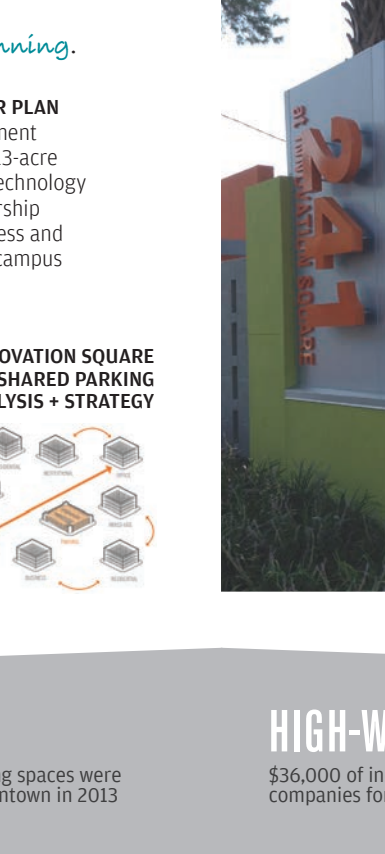
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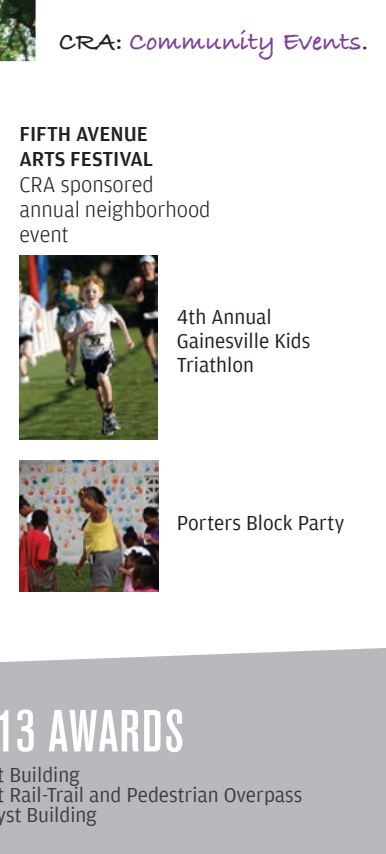


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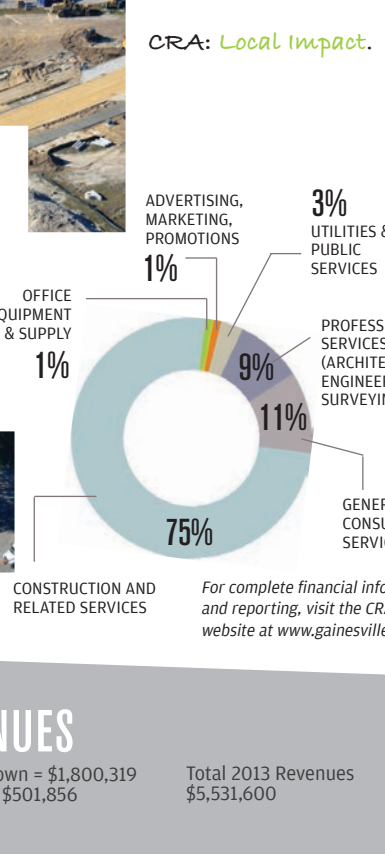
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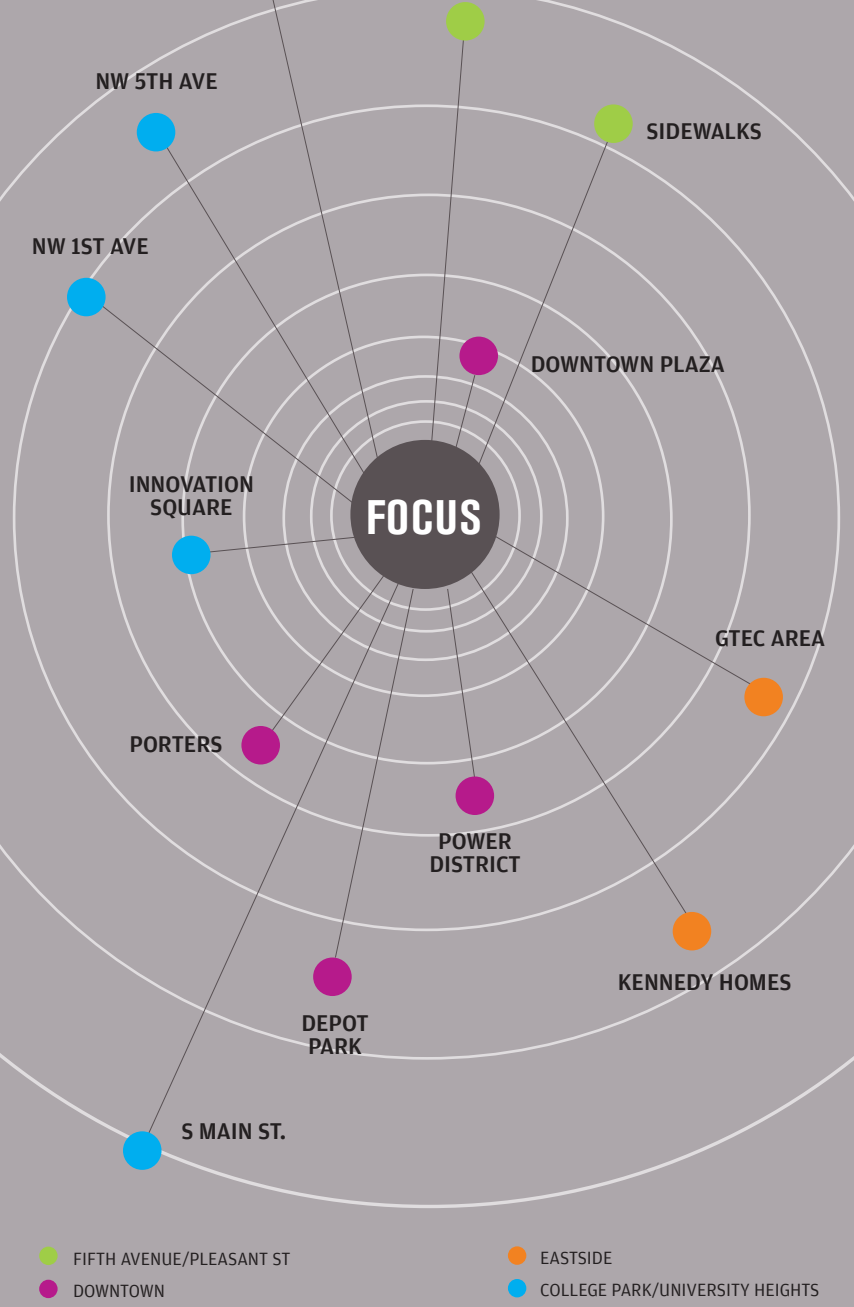
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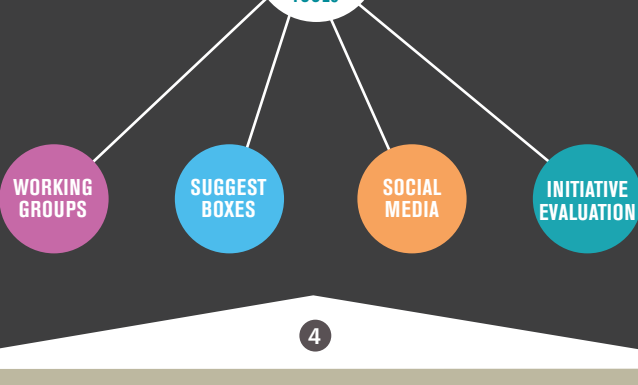
PAINT PROGRAMS

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