

Tenant interest?

Competitive advantage?

Site marketing? Project funding?

What will change on site?

Build It And They Will Come?

Building versus Infrastructure?

site out-parcels?

Who are our partners?

Permitted Land Uses?

Pre-selected developers?

Other Stakeholders?

We Need To Start Somewhere.

FY2015 - 2016 Strategic Goals

City Strategic Plan: Economic Development and Redevelopment

2.1 Implement the redevelopment of the GTEC area and former Kennedy Homes sites to foster commercial and residential development in Eastern Gainesville.

Desired Outcome: Provide a catalyst for public and private investments in the Area. Enhance primary corridors and enable future development/economic development of the former Kennedy Homes site and the GTEC site and surrounding parcels.

CRA Work Plan, FY2015-16: Eastside Redevelopment District Key Initiatives:

- GTEC Area Redevelopment
- Former Kennedy Homes Redevelopment

GTEC 100% Master Plan

Approved By CRA Board March 2015

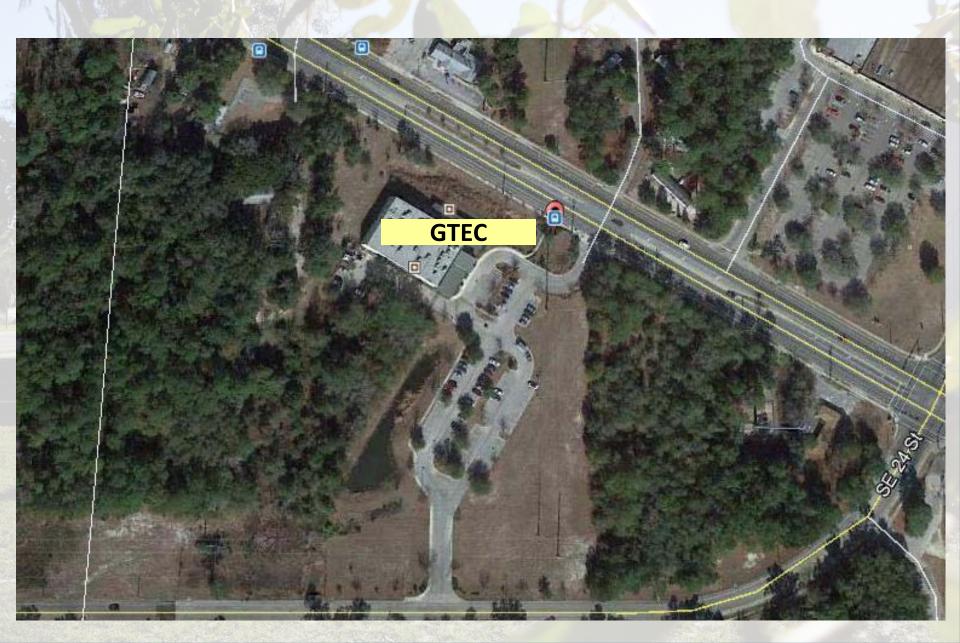








From Here to the Master Plan?



2014 Developer RFP

2014 RFP approved four developers to build at GTEC

- In conjunction with 60% master plan
- Ensure developers' quality/experience
- Development speed and efficiency for prospects

Developers include:

- Signet Enterprises
- Concept Companies
- NP International
- Gateway Development

CRA reached out to prospects









Engaged with commercial real estate community

Prospective Tenant Discussions

CRA worked with seven strong prospective tenants

- Four tech companies and three non-profit foundations/agencies
- Financial ability to carry out the project
- Reached various stages of building design from conceptual to detailed building layout plans

Deals did not go forward

- Other locations were selected
- Still in discussion with one tech company that must meet internal milestones before moving forward

Had hoped developers would be able to bring more prospects

Prompted us to go back and look at the broader challenges of the site

Business/Realtor Perspective on the Site

Perception of being "far away"

- Herd mentality in retail and office selection
- Clusters of development west of 43rd Street and Archer Road



Lack of amenities in the area

Restaurants, grocery stores, coffee shops, banks and drugstores etc.

Competition from other locations

- Progress Park, Alachua
- Downtown
- Industrial parks

Inexpensive options still available as market recovers

Site Strengths

Projected needs for commercial office space

- Chamber study projects expansion software/IT sector over the next three years
 - 23 local software/IT companies will add 1,130 jobs over next three years and invest \$229 million in capital
- Larger spaces of 10,000+ sq ft remain challenging to find

Companies want to have their own building

Express their identity and build to suit their specific needs

GTEC tenants committed to the area

- In discussions with Evolugate to build new headquarters
- New crop of tenants incubating at GTEC

Developers still supportive of the site

- Ideal for build-to-suit development
- Continue to recommend this site







Hired Parisleaf to lead marketing research discovery

We interviewed seven firms in late 2014 to find the right fit for this strategy consultation.

Research Scope of Work:

Brand Discovery

Parisleaf interviewed 25 stakeholders from various backgrounds.

The immersion included two dozen tours of local destinations.

Marketing Strategy

Parisleaf identified key Eastside strengths & weaknesses.

They created a creative brief for the Eastside brand & an actionable marketing strategy.



Misconceptions

Three Primary Ones:

- The Eastside is more unsafe than the west side."
- "The Eastside can't offer suitable schools for my child's education."
- "The Eastside is bad for business."

Truth



Counterpoints--

<u>fety:</u> according to statistics from the Alachua bunty Sheriff's Office, there is a **less than 0.1% fference in crime rates for most incidences!**

<u>lucation:</u> Eastside High School has the highest aduation rate (92%) in Alachua County.

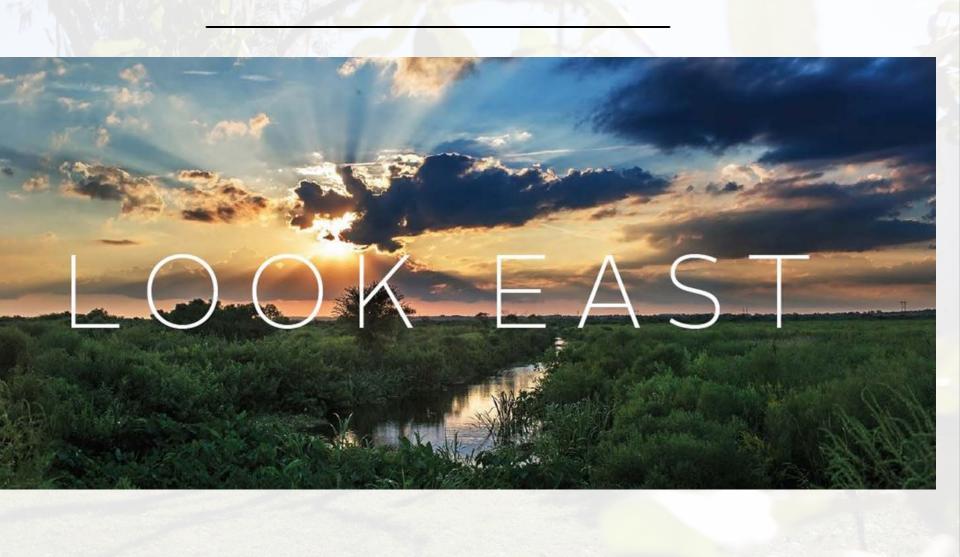
usiness: GTEC-grown tech company Optymommitted to adding 100 jobs & making a pital investment of ~\$5 Million in 2014.



ne Campaign



- Encouraging key audiences to see what Eastside has to offer through the creation of an umbrella brand or theme
- Challenge misconceptions by communicating Eastside's strengths and successes
- "Inspire curiousity, ownership and & action. . . It's not about buildings. It's not about missed opportunities. It's about people & potential."

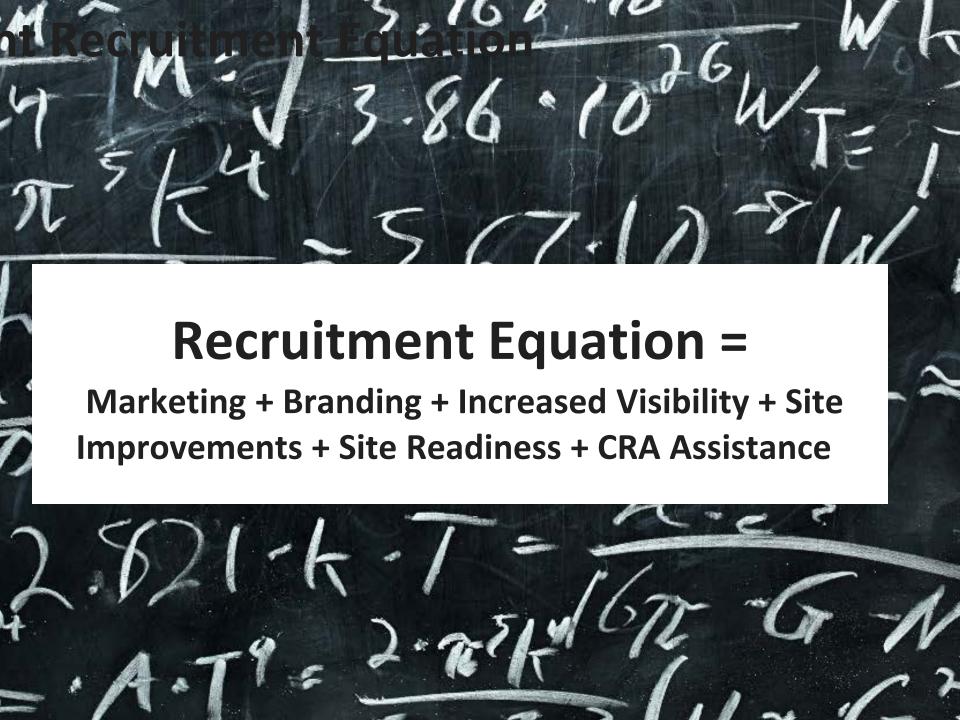






#LookEast brand rollout

Use the #LookEast marketing campaign to drive momentum for all of East Gainesville. Create unique but related logos + brand identities for GTEC and the former K-homes site using this foundation.



Competitive Strategy

Planned efforts will increase awareness and desirability

- Attract expanding Eastside companies
- Attract recruits from other areas

Addresses shortage of 10,000+ sq ft spaces

Costs:

- Land price
- Creative strategies for cost-effective construction

Site readiness (shovel ready)

- Speed of construction is a competitive advantage
- Meet growth needs of expanding companies



Consider incentives or assistance needed for first project(s)

- Address any financing needs of specific companies
- Address any remaining barriers to choosing this location

Competition From Other Locations



Starter Space



Innovation Hub



Progress Park, Alachua



Competition From Other Locations



Starters Space



Sid Martin Incubator, Progress Park, Alachua



Innovation Hub



Center For Emerging Technologies, Progress Park, Alachua

Site - Overgrown Vegetation



View from Hawthorne road: north-west corner of the site

GTEC Façade Improvements



Reduce Visual Clutter



GTEC north and east façades

GTEC Main Entrance





Recommendation

CRA Executive Director to CRA Board:

1) Hear staff presentation and provide feedback.