



Recap of Previous Meeting

Committee's Role and Scope

◦ **East Gainesville Strategy**

- Attracting Businesses & Retaining Businesses
- Business Incentives
- Enterprise Zone Update
- Focus – Waldo Road/University Avenue Corridor

◦ **Support and Assistance for Minority Businesses**

- Non-Traditional Loan Assistance Programs (private sector)
- Traditional Financial Institutions (private sector)
- Grant Writing

Committee's Role and Scope

- **Increased Community Partnerships**
 - Business community, places of worship, investors, realtors, etc.

- **Better City Marketing Strategy & Promotional Campaign**
 - Radio
 - Newspaper
 - Social Media



Staff Updates



General Government Communications Office

Bob Woods

Communications/Marketing Tools and Strategies

- Public information/education campaign planning
- PSAs on Channel 12
 - Also on YouTube, Google+, Facebook, Twitter
- Audio PSAs for radio broadcast
- Electronic message board on Channel 12
- Press releases, other email blasts
- City website
 - Newsroom, City Spotlight

Communications/Marketing Tools and Strategies

- Social media channels
 - Facebook, Twitter
- Publications
 - City Manager's Biweekly Report to the City Commission, released twice a month
 - Municipal Minutes, e-newsletter released monthly
- openGNV
 - engageGNV surveys, talkGNV (Telephone Town Halls)



GRU Communications Efforts

Magi Crawford

GRU Improvements

■ Infrastructure

- ❑ Above-Ground Equipment
- ❑ Cast-Iron Pipes
- ❑ Cable Injection
- ❑ Water main and sewer improvements

■ GRUCom

- ❑ Ashley Park
- ❑ Eastside Community Center – Digital Divide WiFi
- ❑ Alachua County Schools and Library Districts
- ❑ Nearly all government facilities
- ❑ Ad Campaign



Office of Equal Opportunity

Small, Minority, Women, & Service Disabled Veteran Business Program

Promotion of Minority-Owned Business Opportunities

Access to Businesses

- The OEO maintains a list of all small, minority, women and service-disabled businesses. Purchasing maintains a list of all registered vendors.
- The OEO also maintains a listing of black-owned businesses as a part of our small business listing which is distributed to City departments and made available on the City's web page. *(We can also segment by Hispanic-American, Asian-American, Native-American, etc.)*
- The OEO has access to various listings from the Florida Office of Supplier Diversity.

Community Partnerships

- The OEO continues to build partnerships with local agencies including organizations in the north central Florida region
 - SBA
 - SCORE
 - SBDC
 - Gainesville Area Chamber of Commerce
 - University of Florida Small Business & Vendor Diversity Relations
 - Expansion efforts ongoing that target agencies that connect with Minority, Women, and SDV businesses

Update on Business & Technical Assistance Workshops

■ **Small Business Workshop**

(Targeting District #1)

Date: May 4th from 3-5pm

Location: Thelma Bolton Center

■ **City of Gainesville**

Inaugural MatchMaker

Date: May 24th from 3-5pm

Location: City Hall Auditorium

As mentioned, dates for other commission district targeted workshops are being planned for the remainder of the FY

■ **Small Business Training Seminar Part I**

Date: TBD

Topics:

- The Bid Process: The Devil's in the Details
- Proposals Part I
- Business Development

■ **Small Business Training Seminar Part II**

Date: TBD

Topics:

- Proposals Part II
- Presentations
- Networking/Self-Presentation

Financial Assistance & Grant Writing Support

- ❑ Local Resources
 - North Central Florida SCORE
 - Santa Fe CEID
 - Small Business Development Center
 - Local Banks



Economic Development and Innovation

East Gainesville Economic Development Approach Erik A. Bredfeldt

Existing Opportunities/Resources

- GTEC and Catalyst Buildings/Innovation Zone
- Gainesville Airport, Industrial Park, and Fairgrounds
- UF Eastside Campus
- Reorientation of Enterprise Zone Program
- Armory Building
- Retail Development/Retail Sites
- Hatchet Creek
- NE Industrial Park
- Lot #10/Parking Lot #2

Available Tools/Challenges

Available Tools

- 50% Reduction of Development Fees in reconstituted Enterprise Zone
- Layer of available State Incentives (Targeted Industry, Workforce, Infrastructure)
- Project Facilitation Services

Challenges

- Resources
- Land Assembly
- Environmental Conditions
- Market Forces



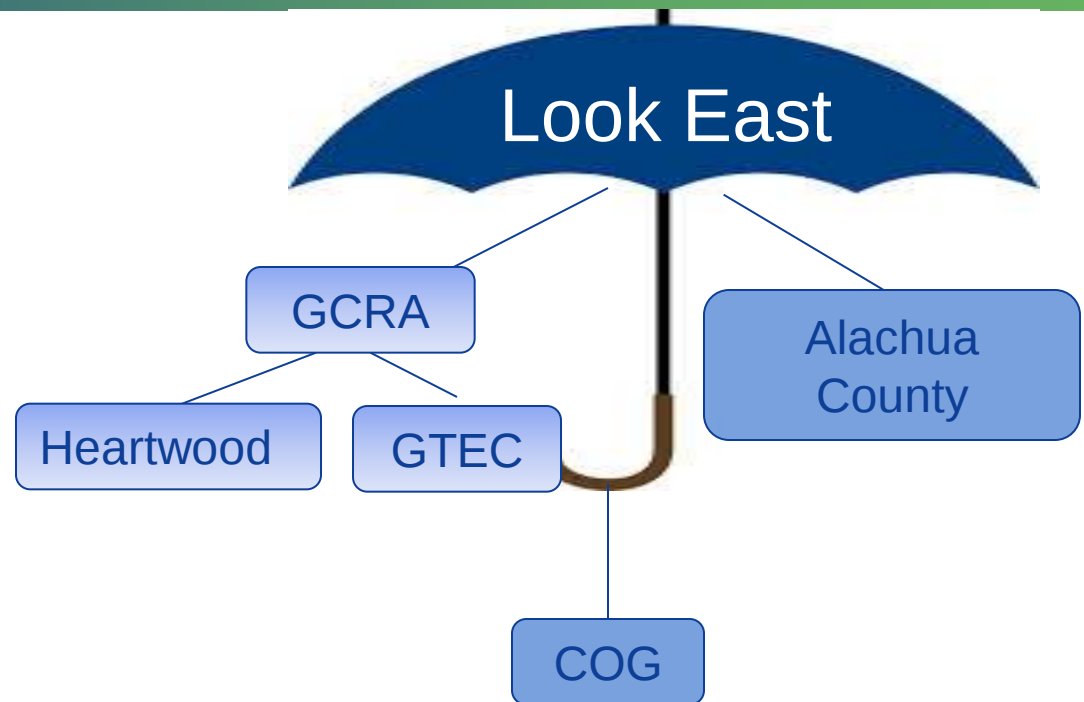
Community Redevelopment Agency

Look East Campaign

Michael Beard

Campaign Goals

- Dispel negative perceptions
- Attract private interest and ownership
- Deliver a message filled with Hope, but tempered with the possible



Look East Campaign Deliverables

WEB



Video



Printed Collateral

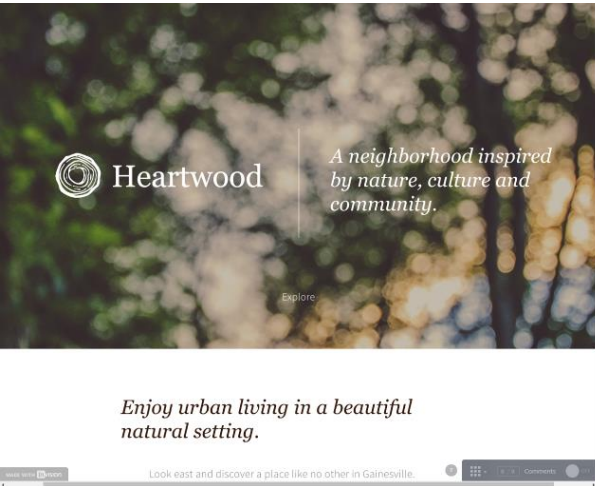


Programming



Heartwood (example)

Web



Signage



Look and Feel



Bus Stop





Human Resources/Organizational Development

Diversity Recruitment Efforts

Paul Forté, Jr.

Diversity Recruitment Efforts

Diversity Recruitment/Community Relations Awareness, Make Ready Employability and Preparation Skills Training, Workshops, Forums, Brown Bag Lunches, Word of Mouth Educates Citizens, GG and GRU have and continually collaborates and communicates that:

- High Quality Employer recognizes, realizes, embraces and commits human and financial resources, coaching, training, mentoring to:
 - Proactively, aggressively, actively and continually meet and network, communicate and market **ALL** GG/GRU jobs, minority vendor resources and current and upcoming opportunities **available** to East Gainesville (citizens, Churches, organizations, groups, etc.)
 - ID, seek, proactively and aggressively reach out to East Gainesville Black, Vets, Minority, and Otherwise Qualified (ADA & ADAAA) (BVOQ) Business owners, vendors. Encourage and equip BVOQ's interested in business start-up opportunities, available resources, training, sponsors.

Diversity Recruitment Efforts

- Establish continual education and training opportunities, workshops, forums, meetings to obtain, build and enhance substantively measurable:
 - Marketable +
 - Competitive +
 - Optimal + *Prepared , Qualified, Certified, Performance Skills = **City of Gainesville GG & GRU “Inclusive Excellence” Citizen Success!!***
- What are we doing?
 - Sharing and establishing East Gainesville and other community networks and working collaborations
 - Meet and collaborate with Faith Based Leaders
 - Meet and collaborate diversity recruitment with GG & GRU Departments (APPD, RTS, GPD, GFR, PW, Energy Delivery, Energy Supply, Purchasing, PRCA, OEO, GRU CR, etc.)



General Government Purchasing Division

Small Business Procurement Program

Aleta Cozart Purchasing Manager

Small Business Procurement Program

- General government purchasing requests up coming projects and anticipated bids from departments quarterly
- Forwards a copy of all bids received to the Equal Opportunity Office
- Access the small business directory by commodity code to determine vendors to upload to Demandstar for notification of the bid and all addendums

Small Business Procurement Program

- General Government bids include the following
 - Link to EO-Small Business Directory
 - A listing of qualified businesses is located on the City's website at:
[http://www.cityofgainesville.org/Portals/0/eo/Small_SDV%20Business%20Listing%20\(1.28.16\).pdf](http://www.cityofgainesville.org/Portals/0/eo/Small_SDV%20Business%20Listing%20(1.28.16).pdf)
 - Add to evaluated bid document boilerplates- RFP, RFQ, BEB.
 - SERVICE-DISABLED VETERANS' BUSINESS (check one)
 - Is your business certified as a service-disabled veterans' business? YES NO

Small Business Procurement Program

- General government purchasing has added the following policy changes
 - Purchases over \$2000 and less than \$50,000 will require three written quotes, including one from a certified small and/or service-disabled veterans' business, if it exists

Small Business Procurement Program

- Policy Changes

- Anticipated purchases greater than \$50,000, and qualification based, if a business has been certified as either small or a service-disabled veterans' business, it will be awarded an additional 5% of total points but will not be awarded for being both small and service-disabled veterans' business.

Small Business Procurement Program

- Policy Changes
 - Includes sheltered market opportunities for small and service-disabled veterans' business enterprise



GRU Administrative Services

Quarterly Procurement Activities Steve Stagliano

Quarterly Procurement Activity Update

Projected Purchases by Quarter - FY17

FOR INFORMATIONAL AND PLANNING PURPOSES ONLY - ESTIMATED AMOUNTS ARE NOT FOR DISCLOSURE TO NON-CITY PARTIES

Department Name: _____

Submitted By: _____

Report Date: _____

What to include:

Capital and O&M purchases/contracts and construction projects with an estimated cost of \$50,000 or more

Annual Contracts with estimated spend of \$50,000 or more

What not to include:

Purchases less than \$50,000

Purchases made under an existing City/GRU contract or a Cooperative contract (State, etc.)

Purchases from a sole or specified source, utilities

Quarter 1		Quarter 2		Quarter 3		Quarter 4	
Description:	Estimated Cost	Description:	Estimated Cost	Description:	Estimated Cost	Description:	Estimated Cost
Division:		Division:		Division:		Division:	
Quarter 1		Quarter 2		Quarter 3		Quarter 4	
Description:	Estimated Cost	Description:	Estimated Cost	Description:	Estimated Cost	Description:	Estimated Cost
Division:		Division:		Division:		Division:	

Quarterly Procurement Activity

- Discussed with GRU Leadership Team
- Introduced at GRU Budget Kick-off
- Not included in budget package
- Start October 2016
- Updates to be requested Sept, Dec, March, June
- Template Reviewed with GG



GRU Purchasing

Upcoming Purchases

Joann Dorval, Purchasing Manager

Upcoming Purchases

- Pole Inspection *
- Courier Services *
- Traffic Control Plan *
- Grounds Maintenance *
- Hauling Contractor for on-site landfill *

* Annual contracts

Upcoming Purchases

- Human Resources Information System
- Telecommunications Phone Line Conversion
- South Energy Center Expansion Phase II
 - Mechanical & Electrical Package
- Electrical Building – Murphree Water Plant



GRU Community Relations Department

GRU Community Outreach Efforts

Yvette Carter

GRU Improvements

■ Community Involvement

- ❑ Williams Elementary
- ❑ Camp EmPower
- ❑ GRU in the Neighborhood
- ❑ Project SHARE
- ❑ Neighborhood Revitalization Initiative (Greater Duval)
- ❑ Mural Project
- ❑ LEEP plus
- ❑ Sweetwater Wetlands Park
- ❑ Depot Park

■ Customer Service

- ❑ Payment Locations
- ❑ Cross-trained Reps



Discussion Items

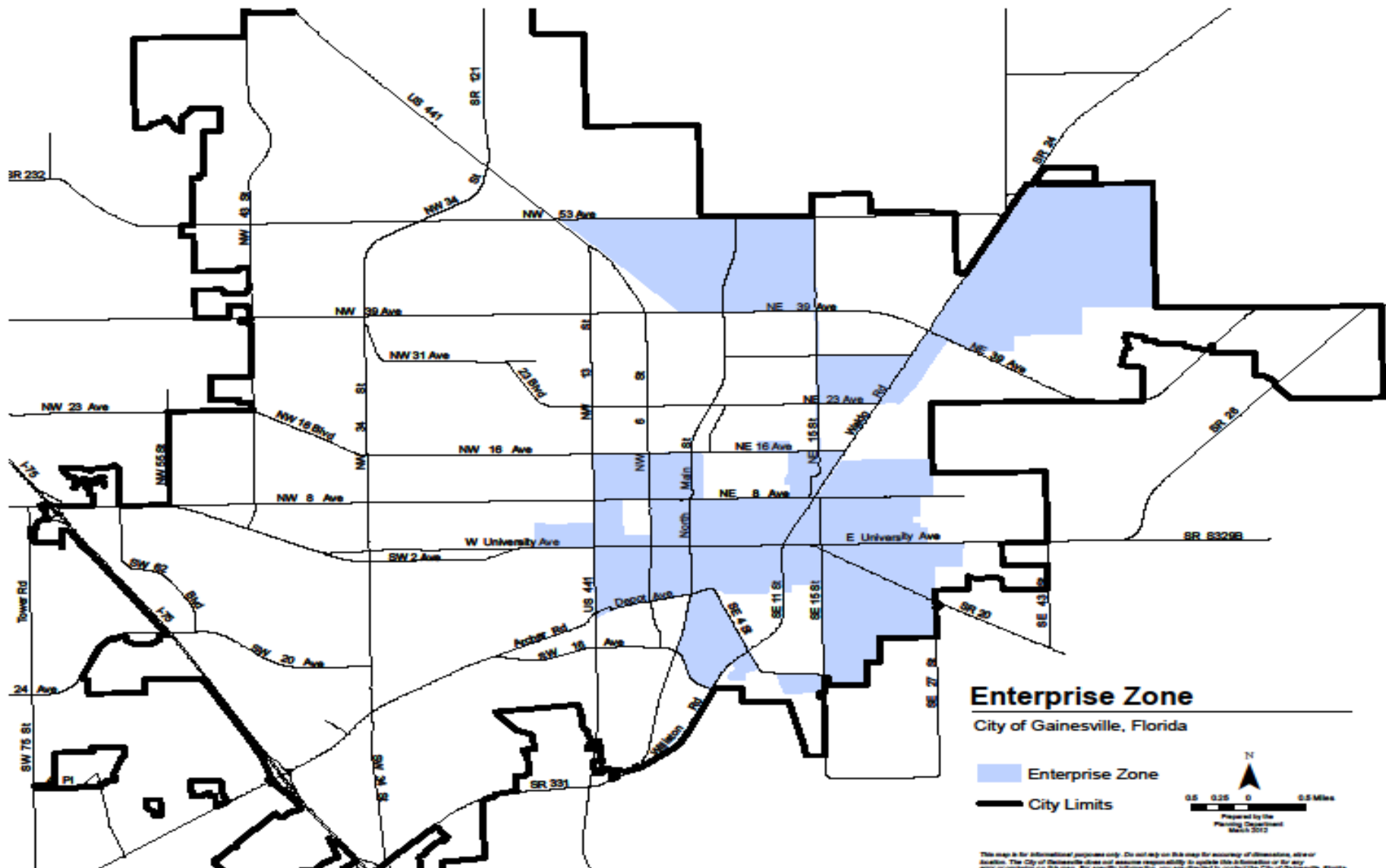
Discussion Items

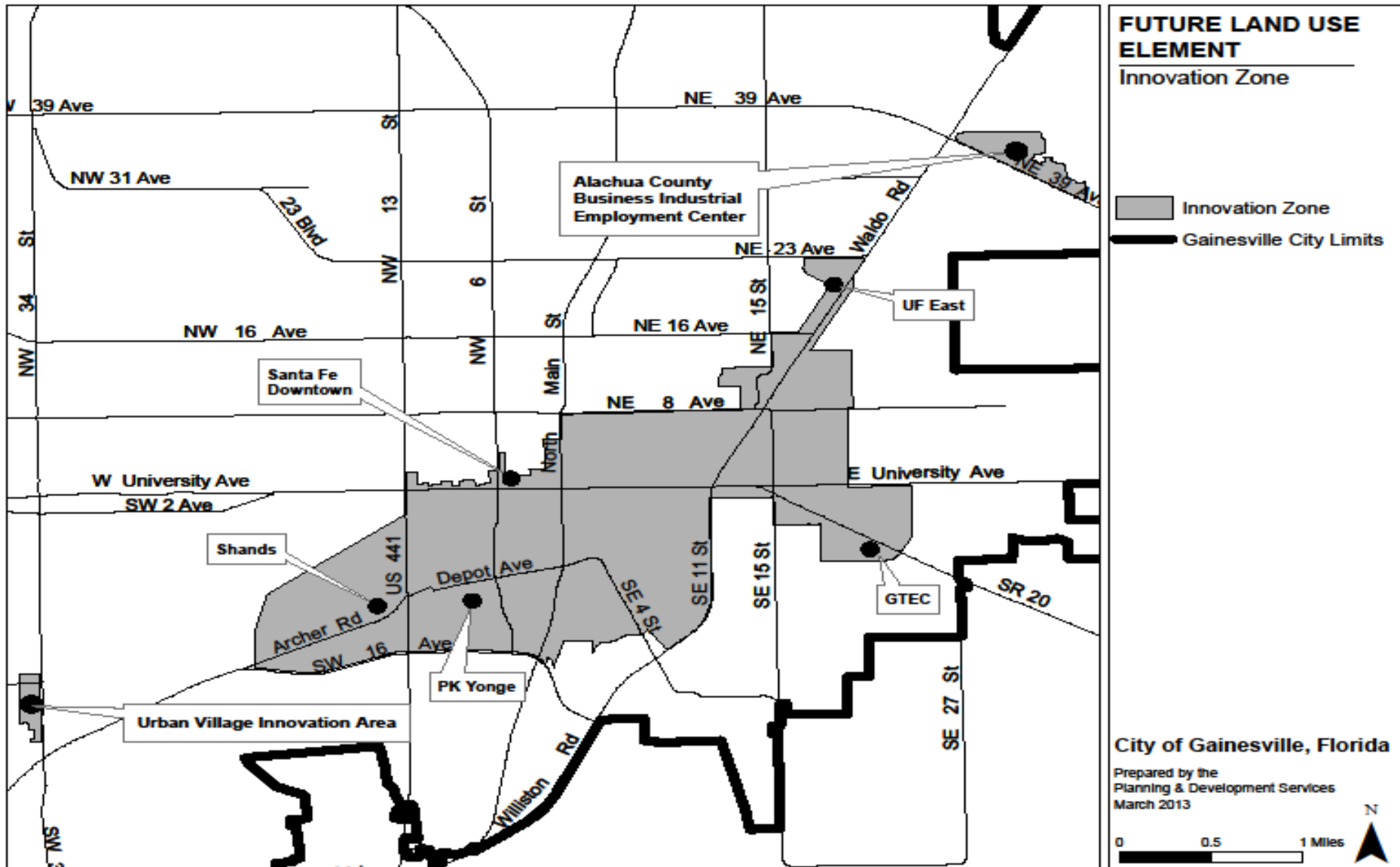
- Define “East Gainesville” Region
 - Economic Development and Innovation Director to share various options
 - Committee consensus on “East Gainesville” definition as new initiatives are proposed

City of Gainesville
Community Development

- Legend
- Railroad
 - Major Highway(s) (PMD)
 - Major Road(s) (PMD)
- Aerial Image-2014
- ROB
- Red: Band_1
 - Green: Band_2
 - Blue: Band_3
- City Limits







CRA District Map...

