How Might We Support a Strong Economy?

Catalyze job diversity, entrepreneurship, and small business vitality.

- More focus on supporting locally based businesses that also benefit the community as a whole.
- GTECH should be better utilized. The city has failed at being in the incubator business.
- Better collaboration between job centers (eg. CareerSource NCFL) run by the county and the city. Would like to see focus on career pathways with funding to match.
- East and south Gainesville economic development for low-income community.
- Living wage for city employees & all contractors
- better system of incentives
- Make UF pay taxes.
- Need to make available some funds to help those that a little above the poor level income.
- Child care
- Better electric rates from GRU or allow another electric copy to come to gull.
- Move restaurants on east side of Gainesville.
- jobs in/near economically stressed neighborhoods
- Economic Development for sustainable local businesses
- Encourage businesses located elsewhere in city or county to the eastside. For example City College, St Leo University can be moved to eastside and may help generate other businesses.
- Enhanced economic development and outreach. Partnerships with other universities. Corporate relocation, etc.
- More pay
- BRINGING MORE BUSINESS IN, TO CREATE MORE JOBS AND TAX REVENUE
- Grow downtown with independent businesses and make it a walkable and shopable area. Stop Expanding on archer road. Allow food trucks to operate in the city.
- GRU rates are over the top (more control)
- Seems Gainesville has forgotten about low income
- UD Should pay for electricity (UF - sp?)
- north busses operate later at night
- More solar jobs
- Services to help more home-based small businesses.
- more support for small businesses
- More support for existing local businesses over catering to wooing out of businesses.
- Far west side of town needs help. Pursue annexation
- Enjoyed stay of 5 days. But I think little economic growth required for people here, more jobs.

- I would like to invest in a business with others that will stimulate the Eastside of Gainesville
- Yes, new paradigm for how we develop agrihood for East Gainesville. Local food for local neighbors on the Blueberry farm.
- More Small Farm help! We need to move from tech oriented/rare resource dependent jobs to more SIMPLE ways of LIFE.
- GPD officers assigned/zoned/patrolling downtown EVERY NIGHT. There are officers assigned to downtown during the day...why are they being transferred from other zones only when somebody calls at night (with awful response time)
- Including a living wage for city employees and those employees whose companies contract with the city.
- More support for local business development and local food efforts.
- A local drone enthusiast/ RC aircraft hobbyist outreach program. This is a budding industry and should be embraced
- Assess and improve the parking situation. It seems every day there are fewer and fewer options for reasonable parking. Shrinking lots and growing buildings seem to be the main cause. If a new business or service is opening, there should be ample parking to account for it.
- Change GRU.
- Encourage another cable provider in town, so it's no longer a monopoly.
- More LGBTQ services, especially programs to help trans folks find and maintain employment.
- help/resources for job seekers already involved with job centers
- transition from low income to better job opp.
- Eastside needs development. Frustrated with the lack of knowledge.
- save the Jam. taking away local beloved businesses to expand new and less desirable hu7ssinesses is not what we want
- More infill along NE 13th and waldo 11
- Real estate and economic development
- It is difficult to say because of how hard city government is to navigate. Many opportunities are not accessed by the public because of the process. So perhaps those Departments of Doing for Business, Play, and Living.
- It would also be beneficial for the City to become more helpful in facilitating the efforts of our great businesses and nonprofits in general. Form more partnerships for services versus the current bloated model. One example is a Medieval Faire with a budget of $308,775, plus $50,000 annually from VisitGainesville, and a School Board that further subsidizes the program by having every 6th grader attend on opening day. What might private and nonprofit partners do with what is likely $400,000+ in total funding?
- revision of tree protection ordinance (June 2013) so that developers & commercial entities would be held to the heritage tree permit fee, but individual resident
- I'd like the building inspectors to be more gracious, service oriented and looking to ease the building process
- Tax business & UF, no more free rides for million dollar developers
- Taxes

- STOP SPENDING TAX DOLLARS ON HOUSING/CRA/HOMELESS. IT IS NOT THE CITY OF GAINESVILLE JOB TO PROVIDE HOUSING OR REBUILDING HOMES THAT ARE SHACKS. BRING IN JOBS AND THE COMMUNITY CAN WORK AND GET THEIR OWN HOMES.
- Stop trying to turn Gainesville into Ocala or Orlando. We need to preserve the community's beauty and slow development to attract quality businesses, not a high quantity of businesses.
- Corporate development incentive
- Biomass plant
- Less police and tax breaks to big corporations.
- Stop Tax breaks for national businesses
- Less support for growing the Butler/Archer area and more support for downtown/Cade Museum area.
- Need to pay less in utilities taxes,
- Stop Sponsoring that guide to Gainesville of home magazine
- Stop Development subsidies, militarization of police
- Stop subsidies to developers for high-end apartments
- Stop taking more properties off the tax rolls except for parks and preserves
- Stop Permits. You have to many and force businesses, builders, and even event organizers to loose countless time and value to operate legally. Food trucks for instance needed a specific ordinance to move past this system.
- I think the opening of more small businesses opens up more job opportunities, especially to students.
- I think it would be great for the university to promote all types of businesses or events in the Gainesville community. It would be great for the economy but also help students connect more with Gainesville as a whole
- The university could have food stand days for local restaurants and information fairs for different services or events that take place in Gainesville. This way students could maybe receive coupons or discounts and just learn about what is out there as a whole. Students have the ability to have a big impact on the community and it's important for everyone to get to know the city they live in. There are so many restaurants and events that I haven't been to yet either because I'm not aware of everything out there or it isn't necessarily a place students go to.
- This goes hand in hand with a strong economy. I would ultimately love to see Gainesville, as deeply embedded in the medical world as it is, to actively seek and fully display the smaller businesses and organizations that want to work with the families in the communities. If there is a family looking for someone to do one-on-one therapy with their child, this should be something that is supported within the community. There should be ways that this is reinforced to ensure that the well-being of both parent and child have been taken care of. Additionally, if the support of the community is there for these small, lesser-known workers, then they will want to stay in Gainesville and continue on with their passion to assist the families and children that are already right here.
- Something has to be done about GRU. Lower the rate in which we buy electricity...lower our bills and we'll have more money to put back into the community!
- Continue investments in East Gainesville;

- The city needs to work with the county and community on a 25 year plan for business growth. Alternative energy use and clean industry practices should be a priority with appeal to businesses through consultation and incentives. Historically we have made almost anything related to businesses a significant hurdle or burden. This plan needs to include technical training for high school students to have a well rounded set of skills and programs for kids that may not necessarily be college bound. The elementary and middle schools should have well funded support for any STEM programs. These programs need to be made known to future potential businesses so that they know that they have the communities support.
- I feel that strategic planning for diverse businesses focusing on selling our goods and services to the outside world, will enable us to improve areas such as the east side of the county and preserve the great communities we have.
- Bringing in other industries to expand jobs.
- Reduce bureaucracy and regulations. Bureaucrats that have been doing the same job for decades (myself included) know every last regulation and are required to enforce them. More flexibility needs to be built in, especially in redevelopment areas, to allow developers to use their land in the way they know will work best, rather than having to meet such strict ideological and aesthetic standards.
- Providing the financial education and tools for residents, students and small business owners so they can set personal and business goals to attain confidence in their financial future
- Freshwater restoration projects - clean up hogtowne creek and small wetlands - job creation(restoration biologists) recreation opportunities (fishing, small boating, etc), possible tax breaks
- Offer large tax deductions to worker's co-operatives
- Lower taxes.
- More freedom at Job Corps.
- More freedom at Job Corps centers.
- Career Source - likes this, don't have in Jacksonville.
- More places like Job Corps.
- Strong economy sticks out the most to me because I feel if the economy is strong, then everything root off from that making it better. Well it has already impacted my life in such little time due to the fact it has this Job Corp Center available to help me succeed in the future.
- More training/education time with Gainesville Job Corps Center.
- Jobs, apartments, good quality of money.
- Definitely NOT strong economy since this often relegates other criteria to afterthoughts.
- Economy. Equity - Eastside. I live there and I want the businesses there to thrive.
- Fund job training
- Stop commercial sprawl like Celebration Pointe
- Help with jobs
- Get industry here (glass factories, robotics, etc.).
- Lower GRU bill
- Offer incentives to developments that prioritize environmentally friendly practices. LEED certification or similar could provide benefits to the developer such as expedited permitting, reduced fees, etc.

- City employees could be the first in our community to: Have all starting wages consistent with "living wage" for our community. This would reduce local need for housing subsidies, food subsidies, transportation subsidies, safety net health care.
- Provide two shifts of child care and early education for employees who work evening and night shifts; one shift to cover needs during the parent's work shift, and one shift to cover parent's need to sleep in preparation for next evening or night shift duty. This will reduce child abuse and neglect
- city example could be an example for county government and for large employers in the community such as UF and hospitals
- Reduce the Utility cost and wastefulness. This will increase spending in the community.
- Require better leadership and or business skills from the people in charge. This will bring down budget cost for Utility.
- Due to redevelopment, much of the "soul" which makes Gainesville an amazing place to live is being lost. Don't get me wrong, I'm in favor of growth and progress. But I don't want to live in a place where cool local businesses are replaced by national chains because they can't afford skyrocketing rents. Perhaps we could require a type of rent control for locals only.
- Rent control on retail space. Gainesville downtown and other non-mall areas are full of empty retail space because the rent is too high.
- Diversify and grow local economy by supporting job creation in technical and manufacturing areas.
- attract new employers with strong jobs like FedEx
- educate the community about small business opportunities
- Promote compact mixed use development
- Provide economic opportunity to everyone and encourage new businesses to Gainesville. Opportunity to bring new business development to grow the community
- Everybody works, growing business and jobs with a skilled workforce (Career Source)
- Health safety and equity in the built environment
- That GNV is known throughout the SE for a vibrant local food system that's inclusive and becomes a "hub" or economic driver for the city.
- Diversify the economy of Gainesville so it isn't as dependent on health care and university ops.
- Teach people to have a portfolio of income sources (Career Source)
- Make the City of Gainesville reflective of the community as it relates to jobs
- Do not sacrifice the feel of small town for new inappropriate growth
- Driving entrepreneurial community with a focus on startups, job creation and retention of talent.
- For the downtown core to become a vibrant place that attracts locals and out of towners alike.
- vibrant downtown, walkable, central core - keep this going
- GNV becomes a place where young people stay and pursue careers/family
- Public private alternative funding to create job opportunities
- More local job creation; especially in vocational opportunities.
- How to enhance independent community groups.
- Opportunities from high school to PhD...

- pathway through education to many different types and levels of jobs
- Downtown to be vibrant like it was back in the day
- Diverse economy
- Economic sustainability
- Most fertile entrepreneurial climate in America.
- Maker Spaces for entrepreneurship for youth...build and explore ideas, share them.
- 100% employment
- Most craft breweries in America
- City needs to incorporate the entire urban area (annex all unincorporated areas in urban services boundary).
- Living wages and structure to support entrepreneurship growth
- Creative ways for workforce mobility that we can elevate to the national level
- Holding the Olympics here
- Easiest place to start a business
- Become a city that lives within in its means while growing sustainably
- Create true mixed community that uses public/private funding and partnerships
- Global hub of innovation and talent, with resources and opportunities accessible to all.
- Local business support and help to ensure local business ownership so that $ stays here and magnifier effect help to build a resilient and diverse community that is unique and empowers community members to start businesses... not just tech, but also bricks and mortar, cultural., food, and services...
- Managed sustainable growth for the next 50 years. Recognizing long term protection of the environment and cultural diversity as essential to economic success.
- Pattern of development that creates a connected community that mixes housing types, businesses and social groups with a shared sense of community.
- How do we break the traditional land development patterns that have created the many divisions in our community?
- How do we grow better not necessarily bigger?
- How do we know what resources or assets that are available? and how to utilize them?
- How to keep the character of the city? (not become Jax, Atlanta, Miami etc.)
- What strengths are present in the community and how do we tap into those resources?
- How to have smart & effective growth?
- Grow up not out? How do we create a common vocabulary about how we grow as a community? Are we a college town, a business incubator, or what?
- How do you identify which resources to go to for what?
- How to not forget where we come from?
- What strengths and weaknesses can we work on to improve ourselves?
- How do we break silos - both disciplinary but also cultural, racial, economic... not just talk about it, but actual break barriers?
- Need a convention/conference/civic center, locate near downtown and campus
- Negotiate long-term annexation plan to include urban services boundary with the county
- Celebrate local entrepreneurs on corridor, like Hollywood Walk of Fame for Josh Greenberg, Fracture, Infinite Energy, Glaeser, etc.
- Public-private Ambassador charged with making projects work, ex: Greenville, SC

- Launch a Department of Doing to create breakthrough change around the city's business development processes
    - Deploy an online portal for greater accessibility to the process of opening a business in the city, including identifying an allowed location and permits required
    - Implement new technology to electronically process permits and to review and edit plan documents in the field
- Be a connector of local entrepreneurs to local resources o GatorNest (UF Entrepreneurship Consulting Project – teams of graduate students providing consulting services for local start-ups, professors with inventions, student businesses, worldwide companies employing UF alumni)
    - GAIN Investor Pitch ShootOut (Annual contest for best business idea, in October which is Gainesville Entrepreneur Month)
    - Support UF in providing seed funding to local start-ups Request UF to focus on business opportunities which are solving local issues or to prioritize funding to start-ups that support the city's strategic priorities Request UF to provide funding to businesses that mirror the demographics of the city – socio-economic, race, ethnicity, gender, age, etc.
- Provide city facilities as a resource for stakeholders to host training, education, and certification programs for entry-level jobs
    - Enhance transportation accessibility by improving trail access between the rail-trail system and neighboring business and residential areas
- Partner with the Chamber and UF to grow or attract international economic prospects who will provide diversity of job opportunities, from entry level to executive level, and who has a shared purpose of improving the community