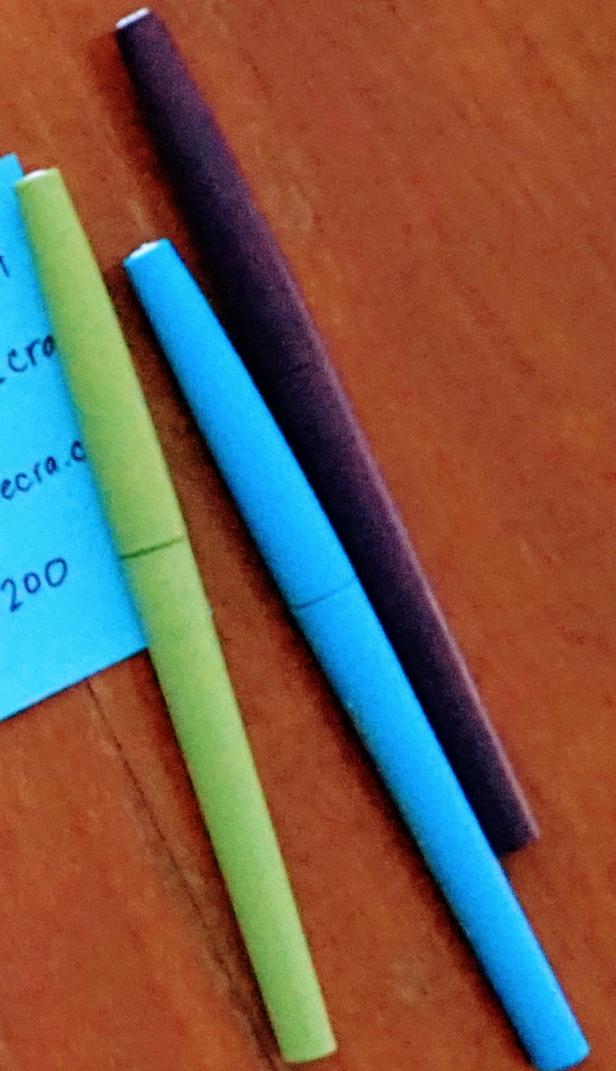


LEGISTAR NO. 200337

GCRA Reinvestment Plan Update

15 SEP 2020



Joint GCRAAB/CCOMM Meeting

Sarah Vidal, GCRA Director

Today's Agenda



01.

Transition to GCRA

What's been happening since the Plan approval and Covid-19.

02.

Strategic Plan + Action Agenda

Review FY20-21 priorities and how they relate to the Reinvestment Plan.

03.

Consolidated Plan Objectives + Initiatives

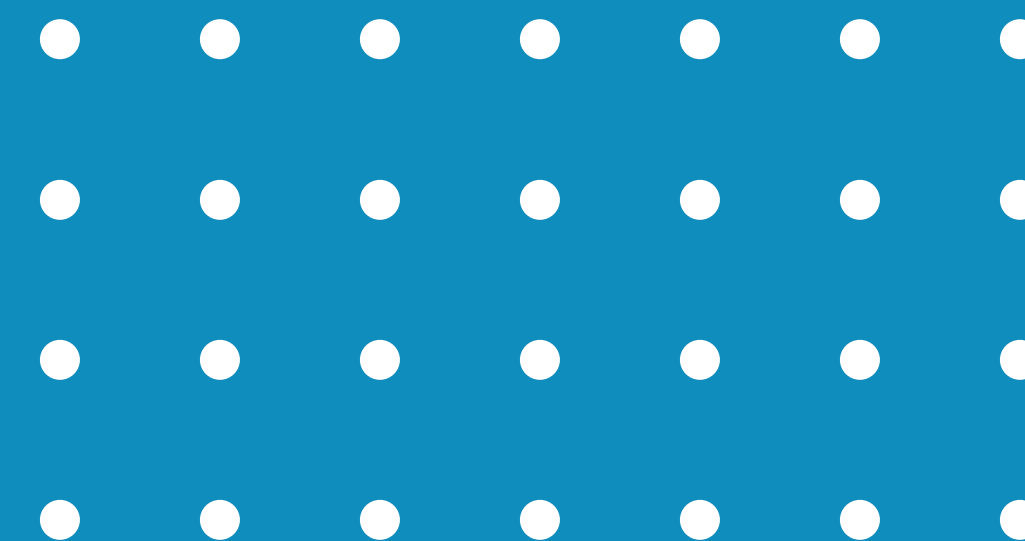
Review of Objectives from the Plan and an update on all GCRA Initiatives.

04.

Next Steps

PerformGNV +
Enhanced Reporting

Transition to GCRA



2020

APRIL – MAY

FEBRUARY – MARCH

02/19 Final Community Engagement Meeting for Plan Consolidation

02/27 GCRAAB Approves 10-Year Plan

03/05 City Commission Approves 10-Year Plan

03/13 GCRA Team Begins Working Remotely

03/16 City Closes Offices for Covid-19 Pandemic

03/17 GCRA Plan Unveiling Event Canceled

03/23 City/County Waive Requirement for Joint Meeting

03/31 GCRA Consolidated 10-Year Plan Distributed Electronically

04/13-17 GCRA Offices Packed

04/17 GCRA Office Moves into Temporary Space at GTEC

04/21 GCRAAB Canceled

05/12 City Strategic Planning Workshop for Leadership Team

05/19 GCRAAB Canceled

JUNE – JULY – AUGUST

06/2-4 City Commission Strategic Planning Meetings

06/16 GCRAAB Meeting Held Via Zoom – FY20 Amended & FY21 Budget Approved + Heartwood

06/19 City Strategic Planning Workshop for Leadership Team

07/21 GCRAAB Meeting Held Via Zoom – Attainable Housing

08/18 GCRAAB Meeting Held Via Zoom – Heartwood + Attainable Housing



Daniel Blumberg



Neisha



Sarah Vidal-Finn



Aner



David Roque



Daniel Gil



Mo

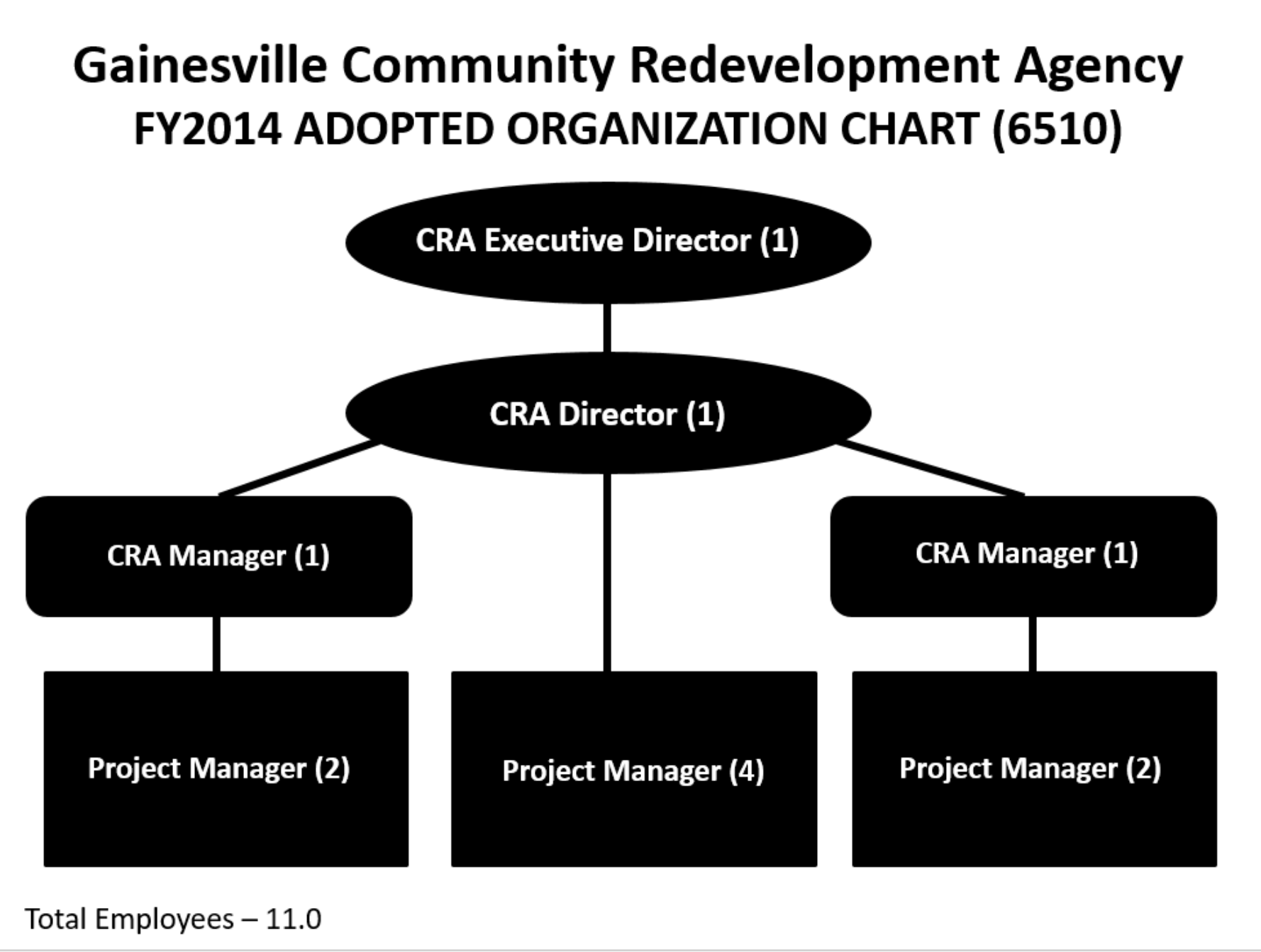


Tricia's iPhone

Gainesville
Community
Reinvestment
Area

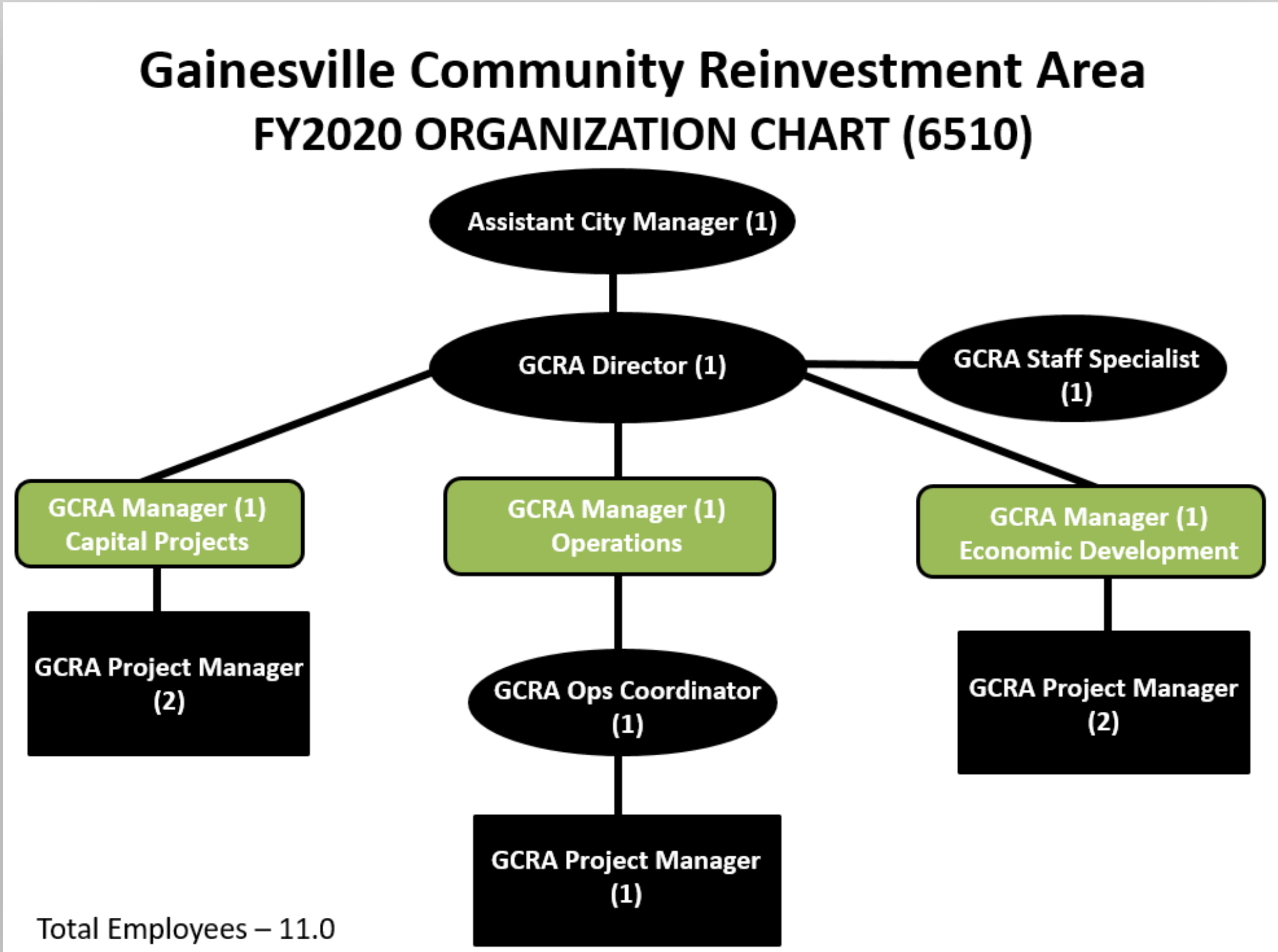
New Reporting & Roles

In the old model, the CRA Team reported directly to the City Manager as the CRA Executive Director.



CRA

As a City Department the GCRA now reports to Assistant City Manager, Deborah Bowie (02/17) along with other “outward facing” departments.



GCRA

New Advisory Board Structure

As a CRA, there were four Advisory Boards that met either monthly or bi-monthly and the Governing Board was made up of members of the City Commission seated as a separate CRA Board that also met monthly.



4 ADVISORY BOARDS + 4 PLANS + 4 DISTRICTS

As a City Department, the GCRA has one 15-member Advisory Board that meets monthly and agenda items requiring approval are routed through the City Manager to be scheduled for City Commission meetings.



1 ADVISORY BOARD + 1 PLAN + 1 DISTRICT



CRA Transitional Progress

NW 1st Avenue

- Completing Transition of Management Guidebook
- Addressing Known Issues
- Updating As-Builts

South Main Street

- Completing Transition of Management Guidebook
- Addressing Known Issues
- Updating As-Builts

Maintenance

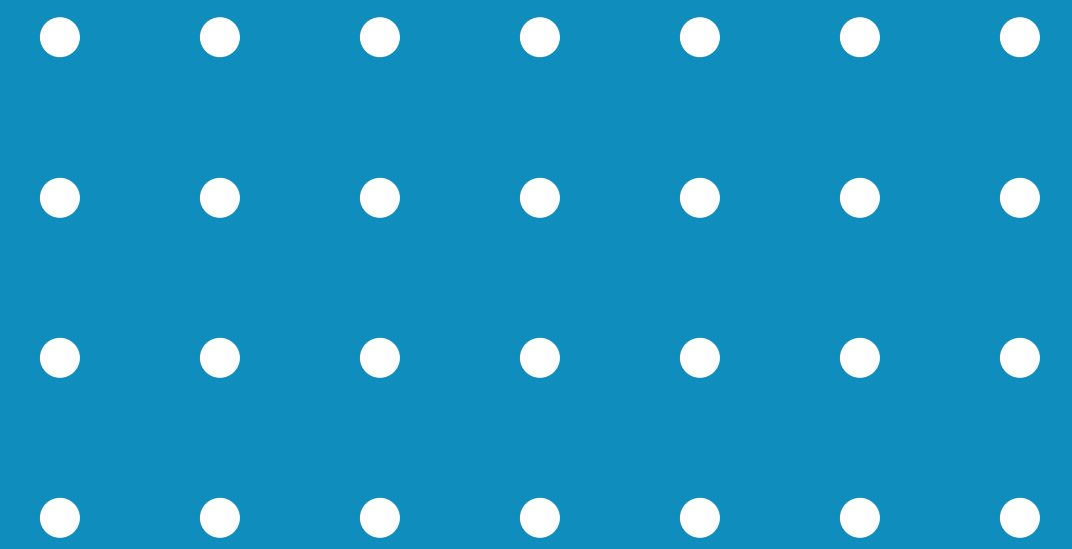
- Heartwood/Cornerstone Maintenance Until Association Turnover



Additional Accomplishments & Coordination to Date

- **Working Groups** – Affordable Housing, Vision Zero, Food Desert, Job Training/Career Development, Innovation District, Workday
- Updated “**GCRA Emergency Response Plan**” for Covid-19 + Addition of GTEC Mgmt.
- **GCRA Budget** Creation & Account Cleanup
- **FY20 Amended Budget/FY21 Budget Approved**, Debts Paid from TIF, Development Agreement Payouts Appropriated
- **Hiring + City Solicitation Evaluation Committees**
- **Equity Toolkit “Guinea Pig”** for O.E.O.
- **GNVCARES for Businesses** Funding + Administration
- **Team Mid-Year Reviews** + Goal Setting
- **Website Update** to GCRA + Add Consolidated Plan (Continuing)
- **Public Records** Requests + **Audit** Responses

Strategic Plan & 2020/2021 Action Agenda



APPROVED ACTION AGENDA + GCRA INITIATIVES

TOP PRIORITY

AFFORDABLE HOUSING STRATEGY – CITY MANAGER
DOWNTOWN MASTER PLAN & DEVELOPMENT
STANDARDS/GUIDELINES – CAPER

HIGH PRIORITY

GAINESVILLE EAST INCENTIVIZED DEVELOPMENT PLAN – GCRA

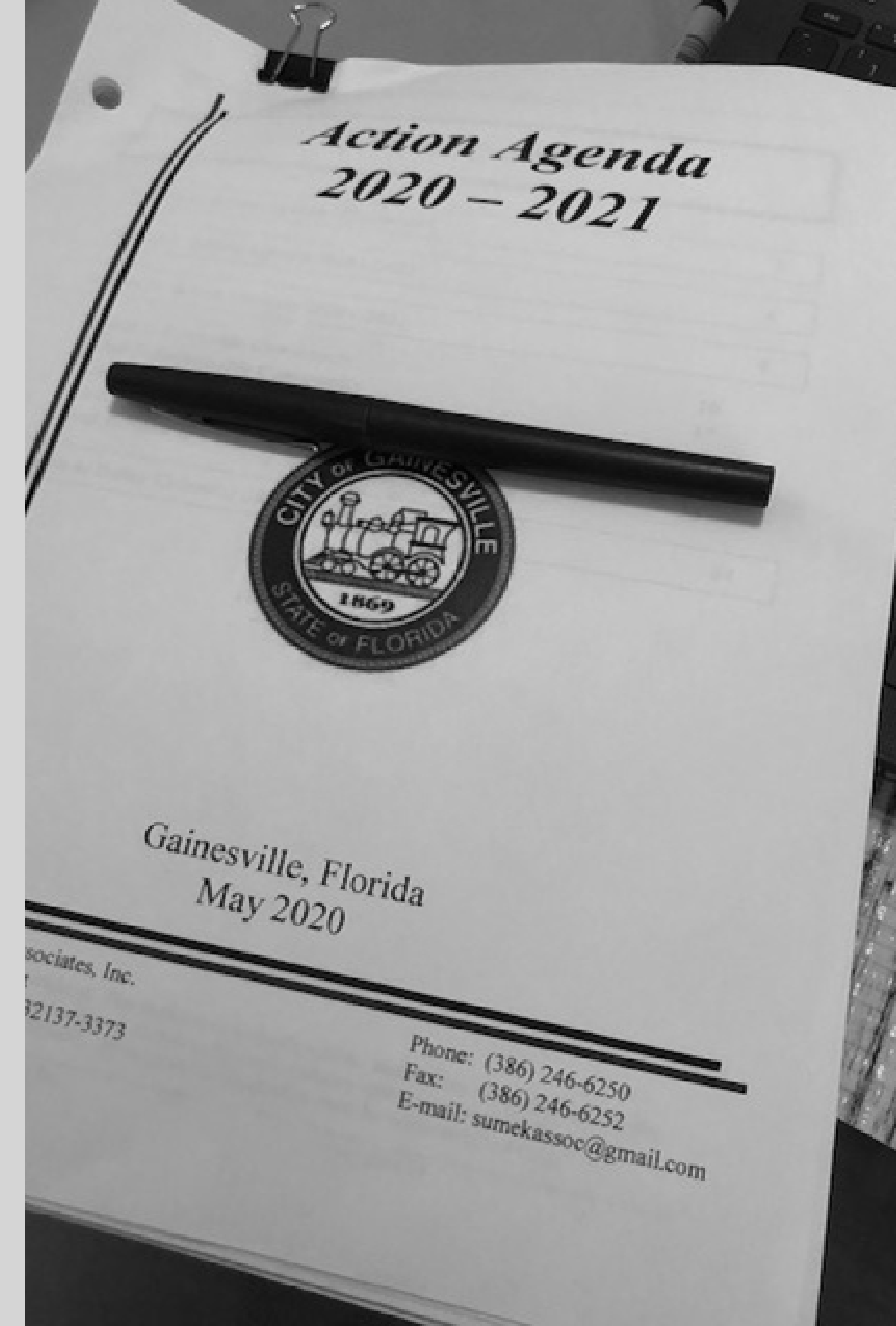
FOOD DESERT ELIMINATION PLAN – STRATEGIC INITIATIVES
GAINESVILLE EAST INCENTIVIZED DEVELOPMENT PLAN – GCRA
VISION ZERO ACTION STRATEGY – MOBILITY

POLICY

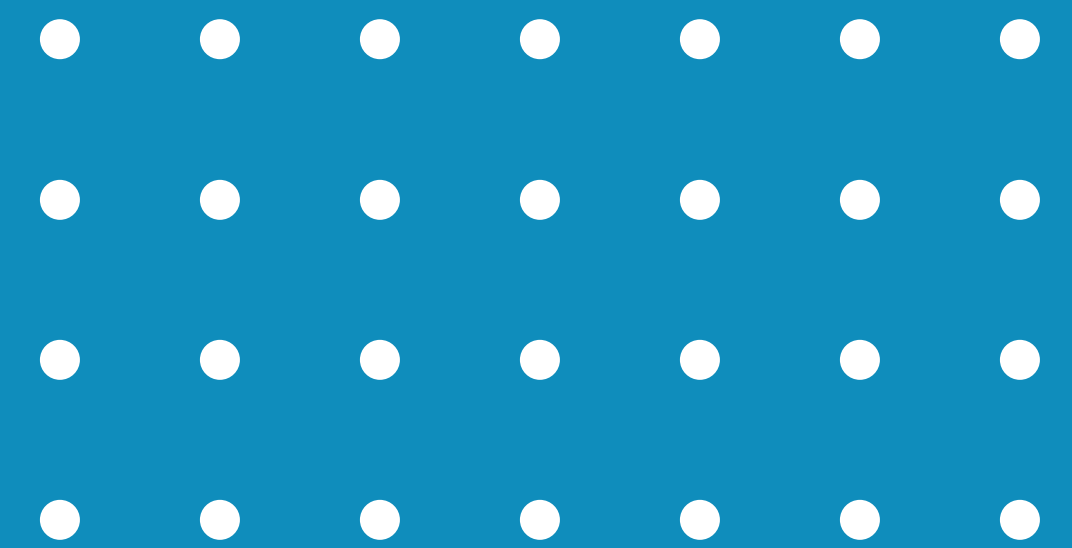
SMALL BUSINESS RETENTION, GROWTH & SUPPORT – GCRA
JOB TRAINING/CAREER DEVELOPMENT PROGRAM – CAPER

MANAGEMENT

GCRA DEVELOPMENT AGREEMENTS – GCRA
GTEC DIRECTION – GCRA
GNV CARES – CAPER
HEARTWOOD DEVELOPMENT – GCRA



Consolidated Plan Objectives + Initiatives



Consolidated Reinvestment Objectives

Based on a series of community engagement events and exercises, the former redevelopment objectives have been transformed into a set of consolidated “Reinvestment Objectives” that honor the previous successes of the organization while addressing the current and future concerns of the community.

Economic Development

Community Enhancements & Housing

Public Space & Streetscape

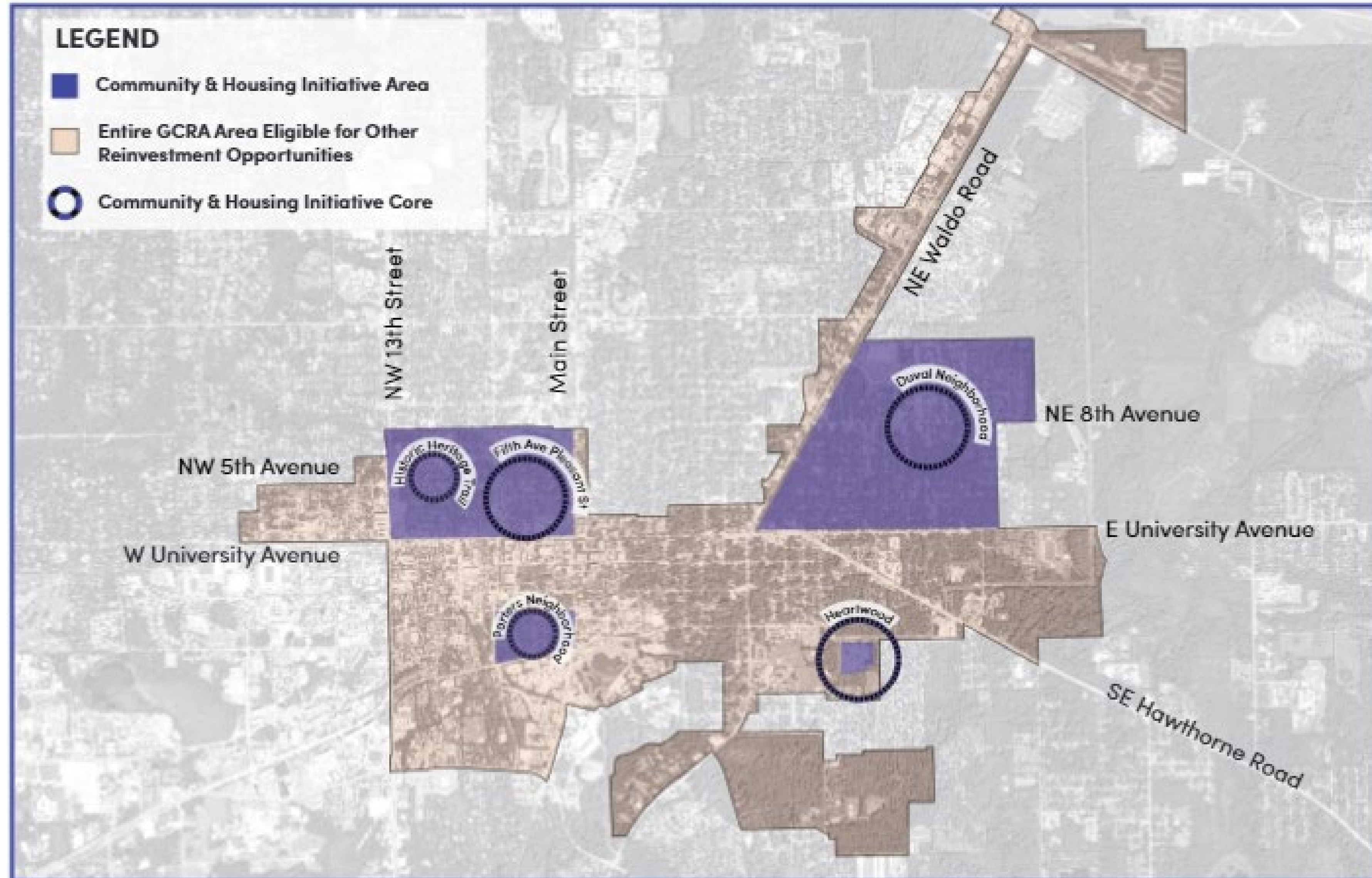
Reinvestment Roadmap

Economic Development	Community Enhancements & Housing	Public Space & Streetscape
<ul style="list-style-type: none">• 8th Avenue & Waldo Road Improvements• Cornerstone Campus• Downtown Master Plan• Economic Development Finance Programs• Former Fire Station No. 1 Redevelopment• Former RTS Site Redevelopment• GTEC Management• Innovation District• Power District Redevelopment• University Avenue & Waldo Road Mixed Use Development and Job Training Center	<ul style="list-style-type: none">• Commercial Facade Grant Program• Community Partnership Grants• District Wide Landscape Maintenance• Greater Duval Neighborhood Improvements• Eastside Food / Mobility Hub• Heartwood Neighborhood• Historic Heritage Trail• Porters Neighborhood Improvements• Model Block & Attainable Housing Strategies• Property Acquisitions/Options• Residential Improvement Programs	<ul style="list-style-type: none">• 13th Street Corridor Improvements• SE Hawthorne Road Corridor Improvements• SW 2nd Avenue Corridor Improvements• SW 4th Avenue Corridor Improvements• University Avenue Corridor Improvements• Waldo Road & Williston Road Corridor Improvements



Community Enhancement & Housing

This map shows the priority areas for community enhancement & housing initiatives as determined by the community, City, consultants and GCRA.



UPDATE

- ✓ Presented public infrastructure project to GCRAAB Board to support land donation by HCD

FUNDING UPDATE

🔍 FY20 Unobligated
\$11,667

FY21 Budgeted
\$250,000

GCRA ROLE

- 👤 Lead – Need Assessments Report
- 💰 Funding Partner – Duval Infrastructure for Affordable Housing (Housing & Community Development)

COMMUNITY ENHANCEMENTS

Duval Neighborhood Improvements

LOCATION: Duval Neighborhood

STATUS: In Planning

DESCRIPTION: GCRA will analyze the existing infrastructure and aesthetic conditions in the Duval neighborhood and develop a plan for safety and infrastructure improvements needed.

MILESTONES ACCOMPLISHED :

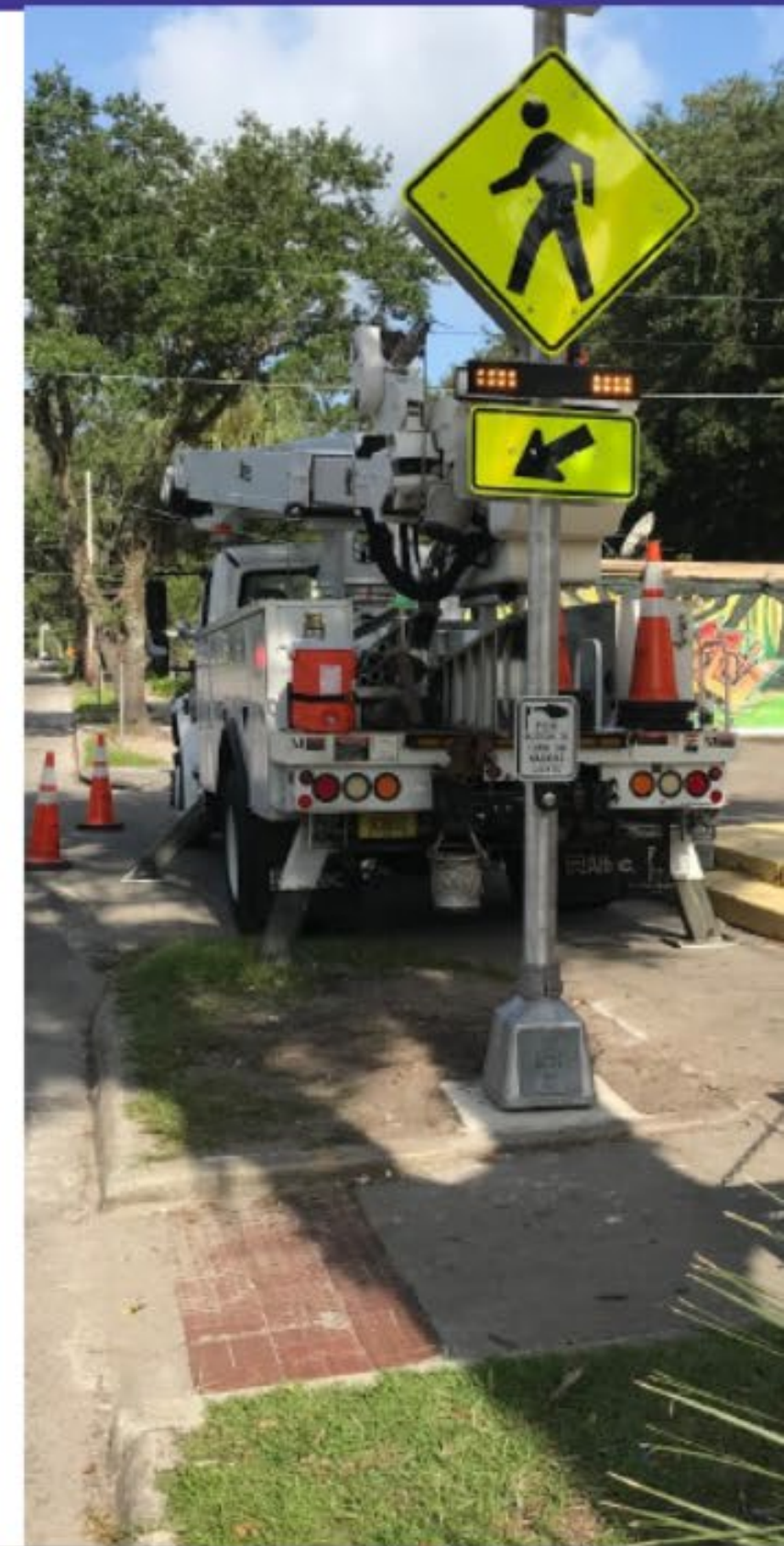
- NE 8th Avenue Pedestrian Crosswalk Partnership With Public Works Department
- Collaboration With Key Stakeholders To Increase Safety At “The Slab”
- Preliminary Discussions With Housing & Community Development (HCD) Division To Support Construction Of Necessary Public Infrastructure To Support 12 Affordable Housing Lot Donation Project

NEXT STEPS :

- Engage Community & Key Stakeholders To Develop A “Needs Assessment Report” To Identify Key Priorities Such As Lighting, Sidewalks, Stormwater Improvements, Landscaping, And Curb/Gutter.
- Advance Discussions With HCD To Determine Public Infrastructure Needs To Support Land Donation Project

FEEDBACK:

- GCRA Advisory Board and Public Recommend Expanding Boundary to Include Area Between NE 8th Ave and University Ave, Changing Name to Greater Duval Neighborhood Improvements



UPDATE

- ✓ Model Home Under Construction
- ✓ Homebuilder Solicitation Completed
- ✓ Realty Firm Under Contract
- ✓ Implemented Racial Equity Toolkit for Decision Making

FUNDING UPDATE

- 🔍 FY20 Unencumbered \$234,134
FY21 Budgeted \$150,000

COMMUNITY ENHANCEMENTS

Heartwood Neighborhood

LOCATION: 1717 SE 8th Avenue

STATUS : In Progress

DESCRIPTION: Heartwood is a new neighborhood that will contain 34 single-family homes, 11 of which will have special financing, located at the site of the former Kennedy Homes.

MILESTONES ACCOMPLISHED :

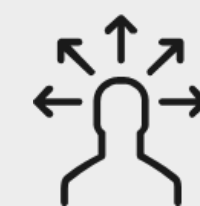
- Community & Stakeholder Engagement
- Adopted Master Plan
- Pre-Development Due Diligence
- Branding & Marketing Strategy
- Architectural Standards & Renderings
- Residential Lot Appraisals
- Phase 1: Infrastructure upgrades completed
- Construction Manager Selected

NEXT STEPS :

- Build a Model Home
- Home Builder RFQ
- Phase II GMP for HOA Compliance and Site Completion
- Home Buyer Informational and Sale Kickoff Events



GCRA ROLE



Lead – Heartwood Development
Lead – Home Owner’s Association Mgmt.
Partner – Affordable Housing with HCD

TOP PRIORITY
AFFORDABLE HOUSING STRATEGY

UPDATE

- ✓ RFP for Consultant to Lead Project Forward Under Review
- ✓ Contributing to WSPP Project Team for Trailhead Improvements
- ✓ Exploring potential for partnership Historic Mt Carmel Baptist Church

COMMUNITY ENHANCEMENTS

Historic Heritage Trail

LOCATION: Fifth Avenue / Pleasant Street

STATUS : In Progress

DESCRIPTION: The Heritage Trail will celebrate the people, places, and events to the historic African American Fifth Avenue and Pleasant Street community.

MILESTONES ACCOMPLISHED :

- Stakeholder Engagement (2009)
- NW Fifth Ave. Streetscape (2010)
- AQJ Museum Renovations Completed (Heritage Trail Trailhead)
- Neighborhood Workshop (2018)
- Trail Planning - Concept Development and Data Collection
- Points of Interest Evaluation Criteria
- Points of Interest Historic Research
- Inventory of and Selection of Points of Interest

NEXT STEPS:

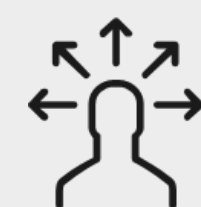
- Development of Trail Sign Design
- Focus on A. Quinn Jones Museum as Trail Head
- Engage Community & Key Stakeholders to Present Project and solicit Feedback
- Present To GCRA Advisory Board and City Commission
- Final Design And Drawings



FUNDING UPDATE

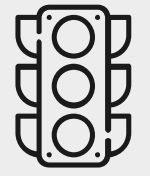
- 🔍 FY20 Unencumbered \$536,242
- FY21 Budgeted \$795,000

GCRA ROLE



- Lead – GCRA/Consultant on Historic Heritage Trail
- Partner – AQJ Project + Trailhead with WSPP
- Partner – Comfort Station for Trail with UF/Mt. Carmel Church
- Partner – Water Tower Fencing with GRU

UPDATE



Assigning Lead PM +
Next Steps

FUNDING UPDATE



FY20 Unencumbered
\$800,456
FY21 Budgeted \$0

GCRA ROLE



Lead – GCRA

COMMUNITY ENHANCEMENTS

Porters Neighborhood Improvements

LOCATION: Porters Neighborhood

STATUS : In Planning

DESCRIPTION: GCRA will analyze the existing infrastructure and aesthetic conditions in the Porters neighborhood and develop a plan for safety and infrastructure improvements needed.

MILESTONES ACCOMPLISHED :

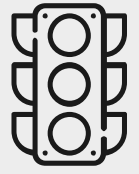
- Community & Stakeholder Engagement
- Planning, Design, Permitting, & Construction for 1,500 Linear Feet of Sidewalks, Decorative Paving, Utility Upgrades, & Lighting Along SW 3rd St.
- Planning, Design, Permitting, & Construction for 1,900 Linear Feet of Sidewalk, Two Neighborhood Gateway Features, and Landscaping Along SW 5th Ave.

NEXT STEPS :

- Engage Community & Key Stakeholders To Develop A “Needs Assessment Report” To Identity Key Priorities Such As Lighting, Sidewalks, Stormwater Improvements, Landscaping, And Curb/Gutter



UPDATE



Assigning Lead PM +
Next Steps

FUNDING UPDATE



FY20 Unencumbered
\$15,000
FY21 Budgeted \$15,000

GCRA ROLE



Lead – GCRA

COMMUNITY ENHANCEMENTS

Community Partnership Grants

LOCATION: District-wide

STATUS : In Progress

DESCRIPTION: The GCRA supports Community Partners through grants that assist with special programming. Special events can raise awareness, encourage economic development and sense of community. GCRA can partner with other City departments to address other needs, for example: GPD for traffic control.

MILESTONES ACCOMPLISHED :

- 5th Avenue Arts Festival
- Porters Neighborhood Block Party
- Inaugural Menagerie in Motion
- Active Streets
- Community Design Center
- 352Walls

NEXT STEPS :

- Formalize Program and Administrative Process



UPDATE



Relaunched conversation around Infill Housing and Project Goals with GCRAAB

FUNDING UPDATE



FY20 Unencumbered \$308,186
FY21 Budgeted \$400,000

GCRA ROLE



Lead – Creating Affordable Housing
Partner – Affordable Housing Working Group

COMMUNITY ENHANCEMENTS

Porters & Pleasant Street Model Block Housing

LOCATION: Porters and Pleasant Street Neighborhoods

STATUS : In Planning

DESCRIPTION: The Model Block program uses infill housing to enhance the vitality of the neighborhood by rehabilitating or replacing deteriorated structures and incentivizing long-term homeownership.

MILESTONES ACCOMPLISHED :

- Fifth Ave Model Block Project, 4 Homes Completed 2012
- Pleasant Street Model Block Project, 6 homes completed 2011

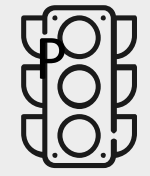
NEXT STEPS :

- Potential Property Acquisition of Vacant Land
- Property Surveys
- Confirm Project Goals
- Develop Scope



TOP PRIORITY
AFFORDABLE HOUSING STRATEGY

UPDATE



Coordinating
Acquisitions with
Priority Projects

FUNDING UPDATE



FY20 Unencumbered
\$500,000
FY21 Budgeted \$250,000

GCRA ROLE



Lead - GCRA

COMMUNITY ENHANCEMENTS

Property Acquisitions/Options

LOCATION: Varies

STATUS : In Progress

DESCRIPTION: The GCRA would explore acquisition of property adjacent to key redevelopment opportunities. The GCRA office building was constructed in 2010 on a CRA-acquired parcel in the historic Fifth Ave neighborhood.

NEXT STEPS :

- Continue Identifying Available Properties and Target Areas.
- Purchase Property in Opportunity Areas
- Identify Potential Use of Acquired Property
- Maintain or Renovate Property for an Identified Use.



UPDATE

- ✓ GCRA joined Food Desert Action Planning Group Meetings and UF/IFAS Community Working Group

FUNDING UPDATE

- 🔍 FY20 Unencumbered \$25,000
FY21 Budgeted \$250,000

GCRA ROLE

- 👤 Lead – GCRA

COMMUNITY ENHANCEMENTS

Eastside Food/Mobility Hub

LOCATION: East Gainesville, TBD

STATUS: Proposed

DESCRIPTION: This program's goals are to:

- Increase access to healthy and locally grown food for those on the Eastside of Gainesville
- Provide for a new transit hub to connect up to RTS fixed routes and First and Last Mile buses
- Provide a location for businesses to operate out of possibly on a rotating basis for example dentist certain days of the week, doctor's office other days

NEXT STEPS: If approved, develop scope, identify partners, develop budget



HIGH PRIORITY
FOOD DESERT ELIMINATION PLAN

UPDATE



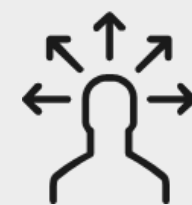
Completed Revision to Residential Paint Program for October GCRAAB

FUNDING UPDATE



FY20 Unencumbered \$0
FY21 Budgeted \$72,000

GCRA ROLE



Lead - GCRA

COMMUNITY ENHANCEMENTS Residential Improvement Program

LOCATION: District-wide

STATUS: Paused for Revision

DESCRIPTION: The CRA's residential paint program supplied \$750 worth of paint, supplies, and pressure washing for the exterior of a home. The Residential Improvement Program will be the revised residential paint program with a focus on expanding partnerships to enhance the program and to possibly incorporate rehabilitation and/or repairs.

NEXT STEPS :

- Meet with local non-profits to explore potential partnerships
- Expand existing Residential Paint Program to create a new one-district program
- Investigate other residential improvement programs



UPDATE



Completed bids/contracts for District-wide maintenance for FY20-21

FUNDING UPDATE



FY20 Unencumbered
\$6,585
FY21 Budgeted \$91,350

GCRA ROLE



Lead – GCRA
Partner – Transitioning to PWD/PRCA

COMMUNITY ENHANCEMENTS

District Wide Landscape Maintenance

LOCATION: Various

STATUS : In Progress

DESCRIPTION: The GCRA manages the maintenance of various properties that are associated with current initiatives.

MILESTONES ACCOMPLISHED :

- Contracted with local small and minority businesses to provide landscape maintenance services
- Aesthetically improved the sites (Eastside Gateway, NW 1st Avenue, South Main, Cornerstone, Heartwood, and others)
- Wetland maintenance at Heartwood Community
- Solicitation for landscape services for FY20

NEXT STEPS :

- Add additional sites as projects are completed

FEEDBACK:

- GCRA Advisory Board and Public Recommend for Deletion



Economic Development

This map shows the priority areas for economic development initiatives as determined by the community, City, consultants and GCRA.



UPDATE



Working Group
Formed

FUNDING UPDATE



FY20 Unencumbered
\$100,000
FY21 Budgeted \$700,000

GCRA ROLE



Lead – City Manager
Funding Partner – GCRA Land Acquisition

ECONOMIC DEVELOPMENT
8th Avenue & Waldo Road

LOCATION: 8th Avenue and Waldo Road Area

STATUS : Proposed

DESCRIPTION: 8th Ave and Waldo Road is a major effort that will require multiple partnerships and much community engagement to plan and redevelop the area around this intersection, Citizens Field, and the Martin Luther King, Jr. Multipurpose Center. The GCRA's role in this initiative is yet to be determined and may include property acquisition, façade grant implementation, and consulting.

NEXT STEPS: If approved, develop scope, identify partners, develop budget



HIGH PRIORITY
GAINESVILLE EAST INCENTIVIZED DEVELOPMENT PLAN

UPDATE



RFP in progress

FUNDING UPDATE



FY20 Unencumbered
\$100,000
FY21 Budgeted \$150,000

GCRA ROLE



Lead – CAPER
Funding Partner – GCRA

ECONOMIC DEVELOPMENT

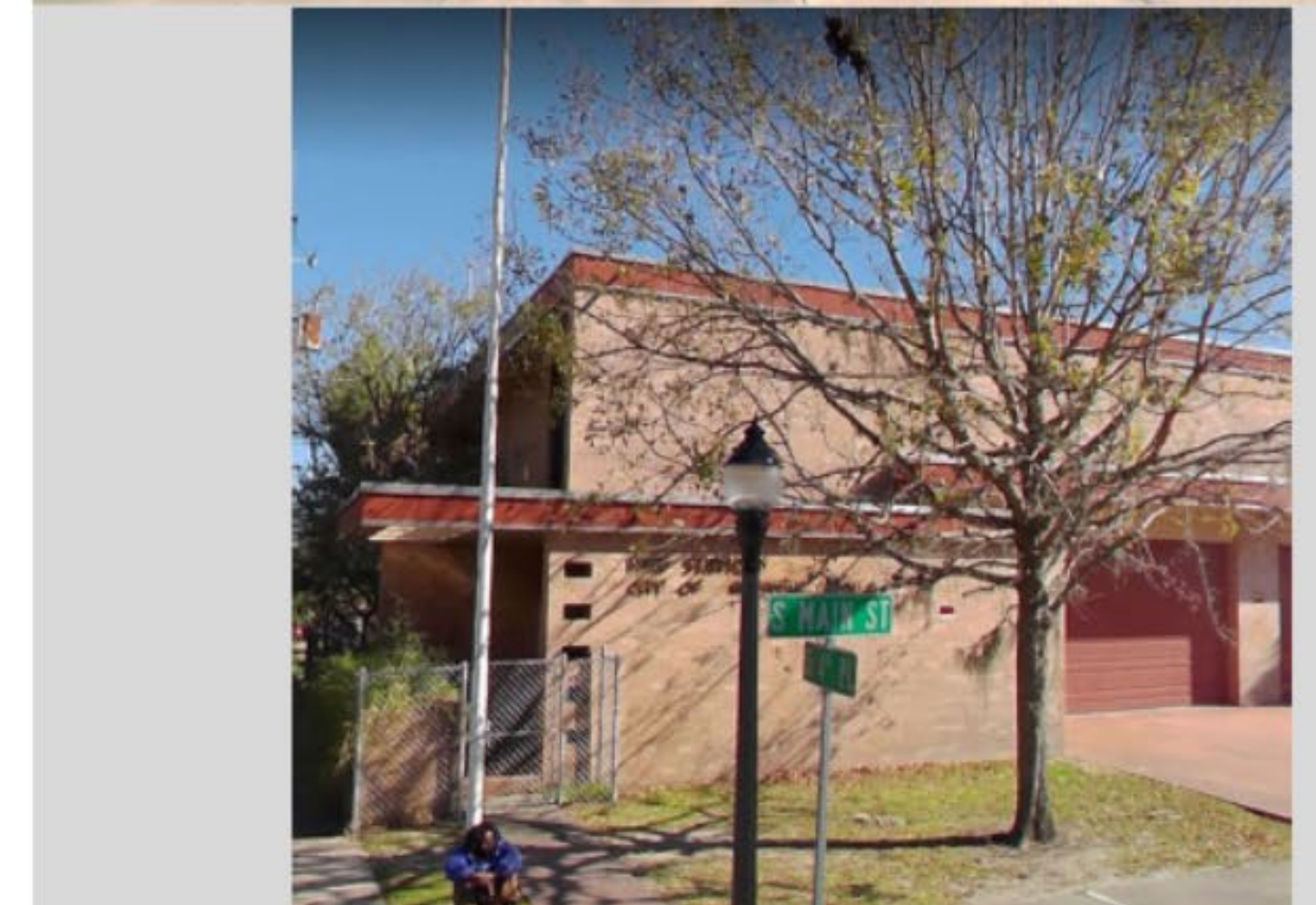
Former Fire Station No. 1 Redevelopment

LOCATION: 427 South Main Street

STATUS : Proposed

DESCRIPTION: The City of Gainesville just built its new Fire Station #1 and is looking into redevelopment opportunities for the old Fire Station #1

NEXT STEPS: If approved, develop scope, identify partners, develop budget



UPDATE



Federal Appraisal &
Environmental Study

FUNDING UPDATE



FY20 Unencumbered
\$100,000
FY21 Budgeted \$150,000

GCRA ROLE



Lead – CAPER
GCRA – Funding Partner

ECONOMIC DEVELOPMENT Former RTS Site Redevelopment

LOCATION: Adjacent to Depot Park, south side

STATUS: Proposed

DESCRIPTION: The site formerly housed RTS facilities and offices and contains two structures and a large parking lot.

NEXT STEPS: If approved, develop scope, identify partners, develop budget



UPDATE



SW 9th Street Extension
Completed &
Processing

FUNDING UPDATE



FY20 Unencumbered
\$555,750
FY21 Budgeted \$0

GCRA ROLE



Lead - GCRA

ECONOMIC DEVELOPMENT Innovation District

LOCATION: Former Alachua General Hospital Campus

STATUS : In Progress

MILESTONES ACCOMPLISHED :

- UF Acquisition & Demolition of Former Alachua General Hospital Campus
- Completion of Master Planning
- Adoption of UMU-2 Rezoning
- Completion of SW 3rd Avenue and SW 9th Street design, construction, utility infrastructure, and storm water management facilities
- Innovation District Infrastructure Improvement Area (IIA) Ordinance
- Construction of iHub 1 and 2 & Infinity Hall Buildings

NEXT STEPS :

- Participate in SW 9th Street Extension Projects
- Coordinate with Key Stakeholders (UFDC & Development Proposals)



MANAGEMENT

GCRA DEVELOPMENT AGREEMENTS

UPDATE



RFP for Real Estate
Broker Completed

FUNDING UPDATE



FY20 Unencumbered
\$1,005,647
FY21 Budgeted \$0

GCRA ROLE



Lead – CAPER

ECONOMIC DEVELOPMENT Power District Redevelopment

LOCATION: Downtown Gainesville

STATUS : In Progress

DESCRIPTION: The 17 Acres included in the Power District Redevelopment include former GRU offices, facilities, and parking lots.

MILESTONES ACCOMPLISHED :

- Catalyst Building Rehab and Adaptive Reuse
- 2013 Redevelopment Plan
- Adopted Rezoning
- Infrastructure Analysis Report
- Sweetwater Daylighting Feasibility Report
- Building Needs Assessments
- Phase 1 & 2 Environmental Assessments
- Contamination Delineation Action Plan
- Development Partner RFQ Solicitation
- Site Clean Up + Maintenance Plan
- Programming + Special Events

NEXT STEPS:

- RFQ for Real Estate Broker



MANAGEMENT

GCRA DEVELOPMENT AGREEMENTS

UPDATE



Working Group
Formed

FUNDING UPDATE



FY20 Unencumbered
\$25,000
FY21 Budgeted \$75,000

GCRA ROLE



Lead - CAPER
Partner - GCRA

ECONOMIC DEVELOPMENT

University / Waldo Mixed Use Development

LOCATION: University Avenue and Waldo Road area.

STATUS: Proposed

DESCRIPTION: The GCRA will support mixed use development at the Waldo Road/University Avenue

NEXT STEPS: If approved, develop scope, identify partners, develop budget



POLICY

JOB TRAINING/CAREER DEVELOPMENT PROGRAM

UPDATE



Completed Revision to Program for October GCRAAB

FUNDING UPDATE



FY20 Unencumbered \$0
FY21 Budgeted \$250,000

GCRA ROLE



Lead - GCRA

ECONOMIC DEVELOPMENT Commercial Façade Grant Program

LOCATION: Various

STATUS : Paused for Revision

DESCRIPTION: This program has worked with local businesses to provide matching grant funds for improvements to the exteriors of their buildings.

MILESTONES ACCOMPLISHED :

- 14 Façade Grants were completed in FY19

NEXT STEPS :

- Present revised and updated program to the board for approval
- Marketing & outreach efforts to promote the program
- Work to continuously improve the program based on feedback to meet the community's needs



UPDATE

- ✓ Pursuing two potential development partners
- ✓ Actively managing COA

FUNDING UPDATE

- 🔍 FY20 Unencumbered \$4,290
- FY21 Budgeted \$250,000

GCRA ROLE

- 👤 Lead – GCRA + R.E. Broker

ECONOMIC DEVELOPMENT Cornerstone Campus

LOCATION: 2153 SE Hawthorne Road

STATUS : In Progress

DESCRIPTION: The GCRA redeveloped the 13 acres surrounding the Gainesville Technology Entrepreneurship Center (GTEC) on SE Hawthorne Road with the hope of retaining graduates of GTEC in East Gainesville. The site contains 8 ready to build on sites of various sizes.

MILESTONES ACCOMPLISHED :

- Community & Stakeholder Engagement
- Adopted Master Plan, Implementation Strategy & Phasing Plan
- Pre-Development Due Diligence
- Developer Solicitation & Selection
- Branding, Marketing, & Recruitment
- Phase 1 Construction Completed
- Condominium Owners' Association (COA)
- Landscape Maintenance

NEXT STEPS :

- Recruit more businesses to Cornerstone Campus
- Programming, such as food truck days and other events, to raise visibility of the site



POLICY

SMALL BUSINESS RETENTION, GROWTH & SUPPORT

MANAGEMENT

GCRA DEVELOPMENT AGREEMENTS

UPDATE

- ✓ GCRA Update on ED Programs + Proposed Program Development
- ✓ Hiring for GCRA E.D. Manager
- ✓ Tacachale Reuse Plan

FUNDING UPDATE

- 🔍 FY20 Unencumbered \$7,300
FY21 Budgeted \$600,000

GCRA ROLE

- 👤 Lead - GCRA

ECONOMIC DEVELOPMENT

Economic Development Finance Programs

LOCATION: District-wide

STATUS : Paused for Revisions

DESCRIPTION: These programs have historically been done to spur company and job relocation/creation to within the reinvestment district.

MILESTONES ACCOMPLISHED :

- Public infrastructure improves associate with South Main Street
- Successfully brought Merieux to Cornerstone with CRA relocation incentive program
- Assisted in creation of high paying jobs with CH2M Hill High-wage job creation incentive

NEXT STEPS :

- Existing programs are undergoing re-writing to make it easier to apply, easier to administer, and more effective for more businesses to receive funding under
- Marketing and outreach to promote the programs
- Additional programs from across the State and Country are being examined for potential relevancy and implementation within the GCRA.
- Explore programs that target specific markets including Healthcare, Food (production, distribution, sales, restaurants), and Banking.



HIGH PRIORITY

FOOD DESERT ELIMINATION PLAN

POLICY

SMALL BUSINESS RETENTION, GROWTH & SUPPORT

HIGH PRIORITY

GAINESVILLE EAST INCENTIVIZED DEVELOPMENT PLAN

UPDATE



RFP Completed

FUNDING UPDATE



FY20 Unencumbered
\$150,000

FY21 Budgeted \$0

GCRA ROLE



Lead – CAPER

GCRA – Funding Partner

UF – Funding Partner

ECONOMIC DEVELOPMENT Downtown Master Plan

LOCATION: Downtown Gainesville

STATUS : Proposed

DESCRIPTION: The City of Gainesville is working to develop a Downtown Masterplan. A master plan is necessary to have a coherent vision of desired investments, improvements, and enhancements to the quality of life for the community. The GCRA has been asked by City management to contribute to this plan's development as Downtown Gainesville is within the GCRA's boundary and the vision developed will affect continuing investment and fulfillment of the GCRA's objectives.

NEXT STEPS :

- Once the Master Plan is developed working to ensure GCRA programs work to create in conjunction with the plan a vibrant Downtown



TOP PRIORITY

DOWNTOWN MASTER PLAN & DEVELOPMENT STANDARDS/GUIDELINES

POLICY

SMALL BUSINESS RETENTION, GROWTH & SUPPORT

MANAGEMENT

GCRA DEVELOPMENT AGREEMENTS

UPDATE

- ✓ Relocated to GTEC
- ✓ Beginning GTEC Repositioning Analysis
- ✓ Biweekly Meetings with SFC & Tenant/Lease Mgmt.

FUNDING UPDATE

- 🔍 FY20 Unencumbered \$390,588
FY21 Budgeted \$250,000

GCRA ROLE

- 👤 Lead – GCRA

ECONOMIC DEVELOPMENT GTEC Management

LOCATION: 2153 SE Hawthorne Road

STATUS: Proposed

DESCRIPTION: Gainesville Technology Entrepreneurship Center (GTEC) is a small business incubator managed by Santa Fe College. Due to the federal funding used in the construction of the building, a portion of the companies need to be technology based. When this requirement expires at the end of 2020, the GCRA will explore repositioning GTEC and focusing on small business development.

MILESTONES ACCOMPLISHED :

- Building Needs Assessment.
- Partnership with Santa Fe College

NEXT STEPS :

- GCRA office relocation to GTEC
- Current debt will be satisfied by end of 2020
- Revamp/restructure current business model
- Building renovations



POLICY

SMALL BUSINESS RETENTION, GROWTH & SUPPORT

POLICY

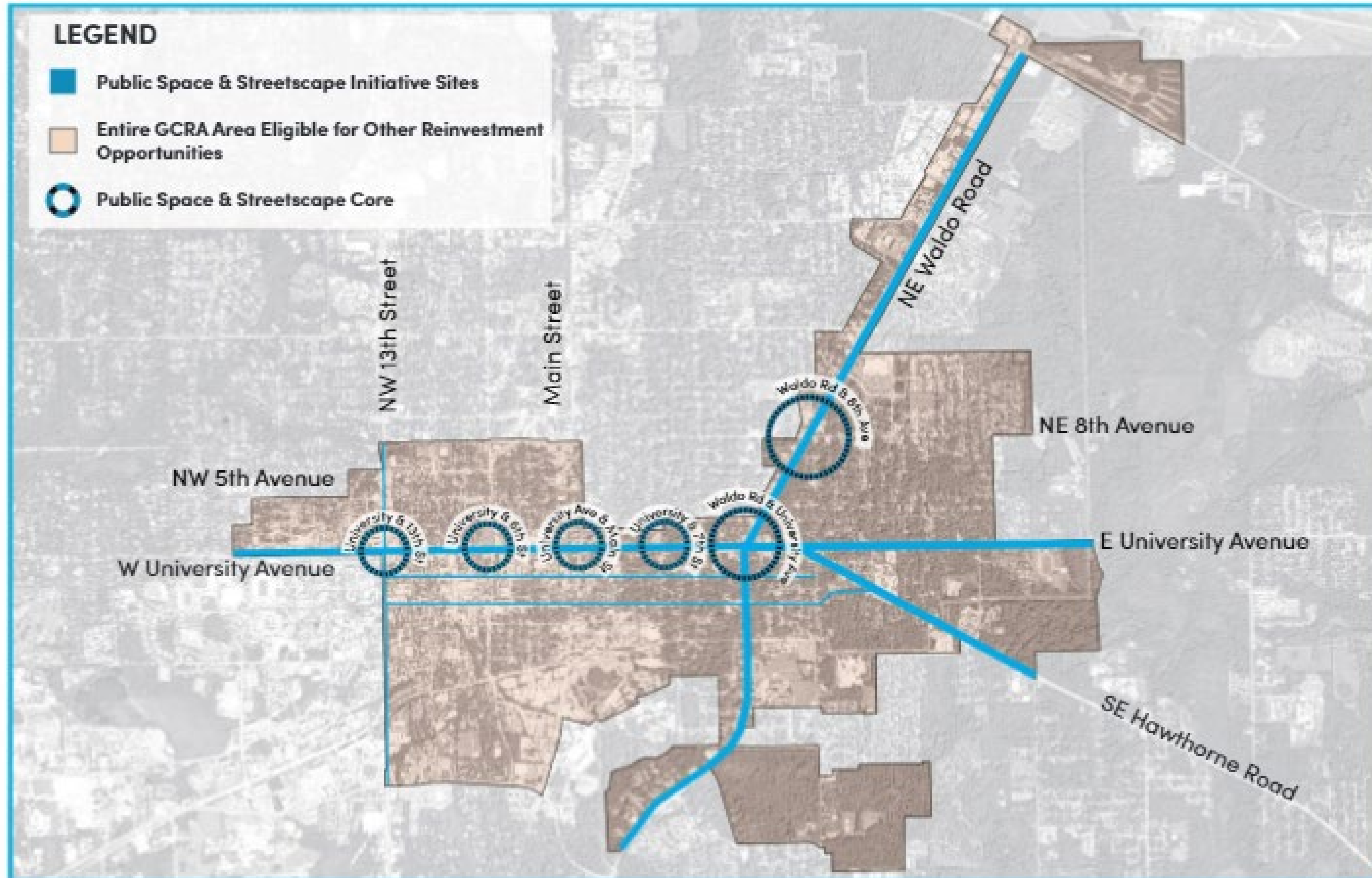
JOB TRAINING/CAREER DEVELOPMENT PROGRAM

MANAGEMENT

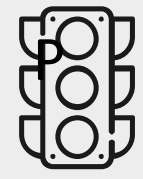
GTEC DIRECTION

Public Space & Streetscape

This map shows the priority areas for public space & streetscape initiatives as determined by the community, City, consultants and GCRA.



UPDATE



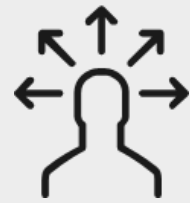
Refining Scope with
City Partners

FUNDING UPDATE



FY20 Unencumbered
\$100,000
FY21 Budgeted \$50,000

GCRA ROLE



Lead - GCRA

PUBLIC SPACE & STREETSCAPE

13th Street Corridor Improvements

LOCATION: 13th Street

STATUS: Proposed

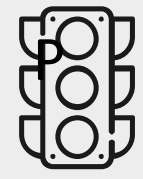
DESCRIPTION: 13th Street is a major north-south corridor.

NEXT STEPS: If approved, develop scope, identify partners, develop budget



HIGH PRIORITY
VISION ZERO ACTION STRATEGY

UPDATE



Refining Scope with
City Partners

FUNDING UPDATE



FY20 Unencumbered
\$100,000
FY21 Budgeted \$50,000

GCRA ROLE



Lead - GCRA

PUBLIC SPACE & STREETSCAPE SW 2nd Avenue Corridor Improvements

LOCATION: SW 2nd Avenue

STATUS: Proposed

DESCRIPTION: SW 2nd Ave is an east-west connector between East Gainesville, Downtown, and the University of Florida.

NEXT STEPS: If approved, develop scope, identify partners, develop budget



HIGH PRIORITY
VISION ZERO ACTION STRATEGY

UPDATE



Refining Scope with
City Partners

FUNDING UPDATE



FY20 Unencumbered
\$100,000
FY21 Budgeted \$50,000

GCRA ROLE



Lead - GCRA

PUBLIC SPACE & STREETSCAPE
SW 4th Avenue Corridor Improvements

LOCATION: SW 4th Avenue

STATUS: Proposed

DESCRIPTION: SW 4th Ave is an east-west connector between East Gainesville, Downtown, and the University of Florida.

NEXT STEPS: If approved, develop scope, identify partners, develop budget

HIGH PRIORITY
VISION ZERO ACTION STRATEGY

UPDATE



Refining Scope with
City Partners

FUNDING UPDATE



FY20 Unencumbered
\$100,000
FY21 Budgeted \$50,000

GCRA ROLE



Lead - GCRA

PUBLIC SPACE & STREETSCAPE

University Avenue Corridor Improvements

LOCATION: University Ave between 13th Street and 6th Street

STATUS: Proposed

DESCRIPTION: University Avenue is a major east-west corridor.

NEXT STEPS: If approved, develop scope, identify partners, develop budget



HIGH PRIORITY
VISION ZERO ACTION STRATEGY

UPDATE



Refining Scope with
City Partners

FUNDING UPDATE



FY20 Unencumbered
\$100,000
FY21 Budgeted \$50,000

GCRA ROLE



Lead - GCRA

PUBLIC SPACE & STREETSCAPE

Waldo / Williston Corridor Improvements

LOCATION: Waldo/Williston Road between SE 10th
Terr. And NE 39th Ave

STATUS: Proposed

DESCRIPTION: The Williston/Waldo Road Corridor is heavily traveled. Public stakeholders identified this corridor as having multiple areas where pedestrian facilities could be added, making it safer for those on foot or bicycle and creating connections between neighborhoods. Those crossings identified are: Williston Road at the Hawthorne Trail crossing, University Ave at Waldo Road, and NE 8th Ave at Waldo Road.

NEXT STEPS: If approved, develop scope, identify partners, develop budget



HIGH PRIORITY
VISION ZERO ACTION STRATEGY

UPDATE



Refining Scope with
City Partners

FUNDING UPDATE



FY20 Unencumbered
\$100,000
FY21 Budgeted \$50,000

GCRA ROLE



Lead - GCRA

Public Space & Streetscape

SE Hawthorne Road Corridor Improvements

LOCATION: Hawthorne Road Corridor Area

STATUS: Proposed

DESCRIPTION: The GCRA will support Public Space & Streetscape along Hawthorne Road.

MILESTONE ACCOMPLISHED:
Hawthorne Road Corridor Assessment completed 2012

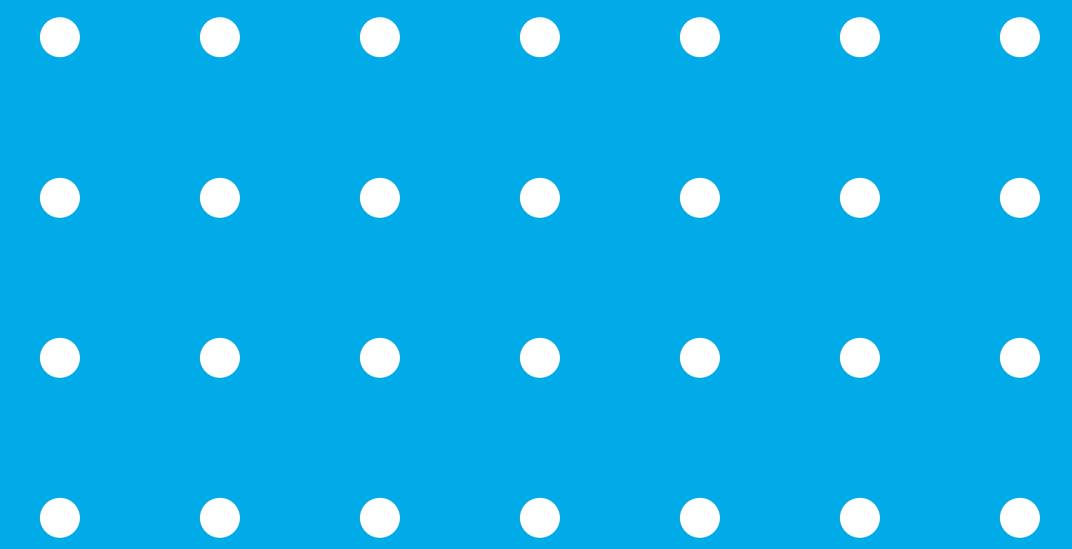
NEXT STEPS:
If approved, develop scope, identify partners, develop budget

BOARD RECOMMENDATION:
Add Hawthorne Road Corridor Improvements to the GCRA 10 year roadmap



HIGH PRIORITY
VISION ZERO ACTION STRATEGY

Next Steps

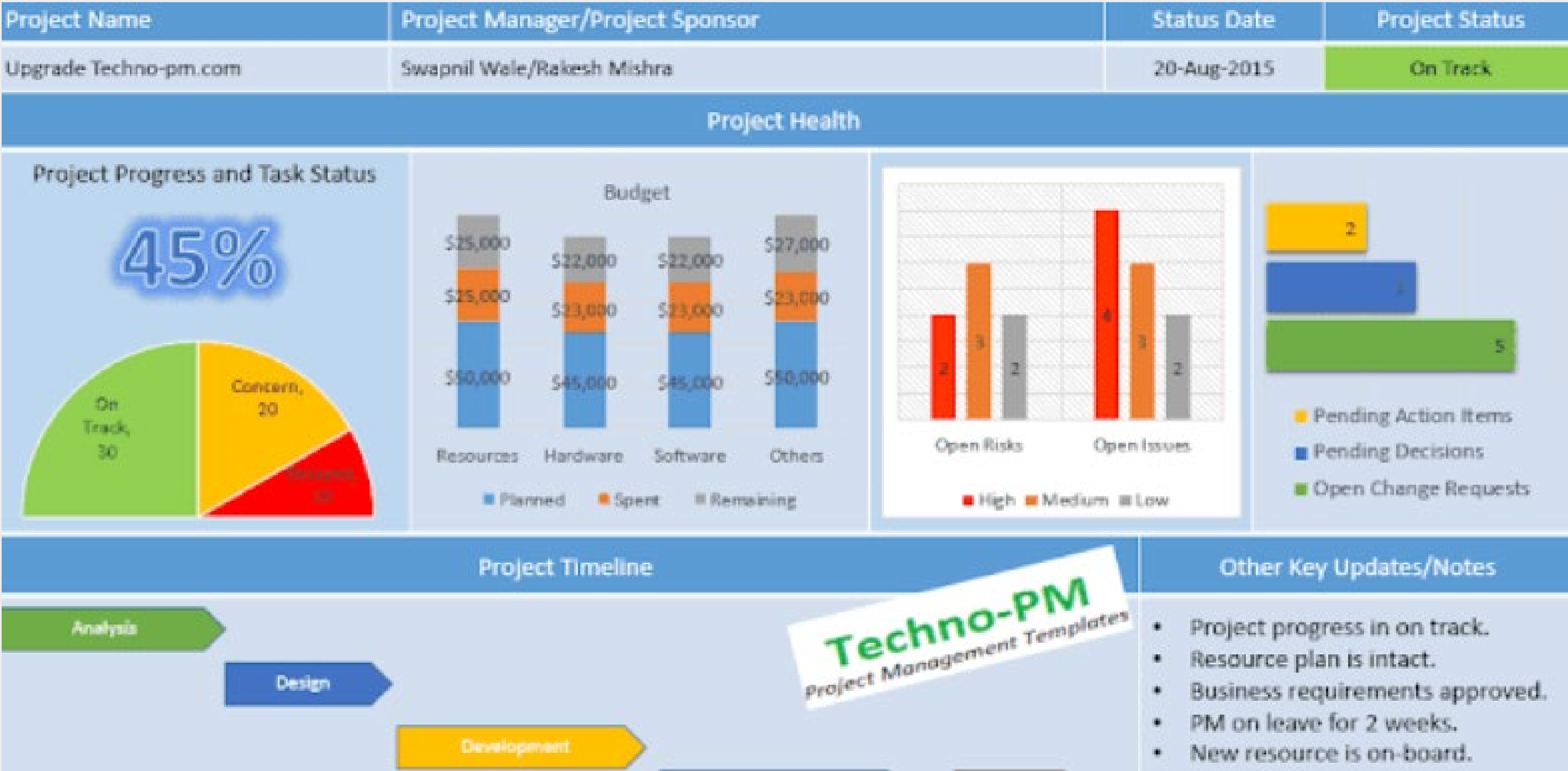


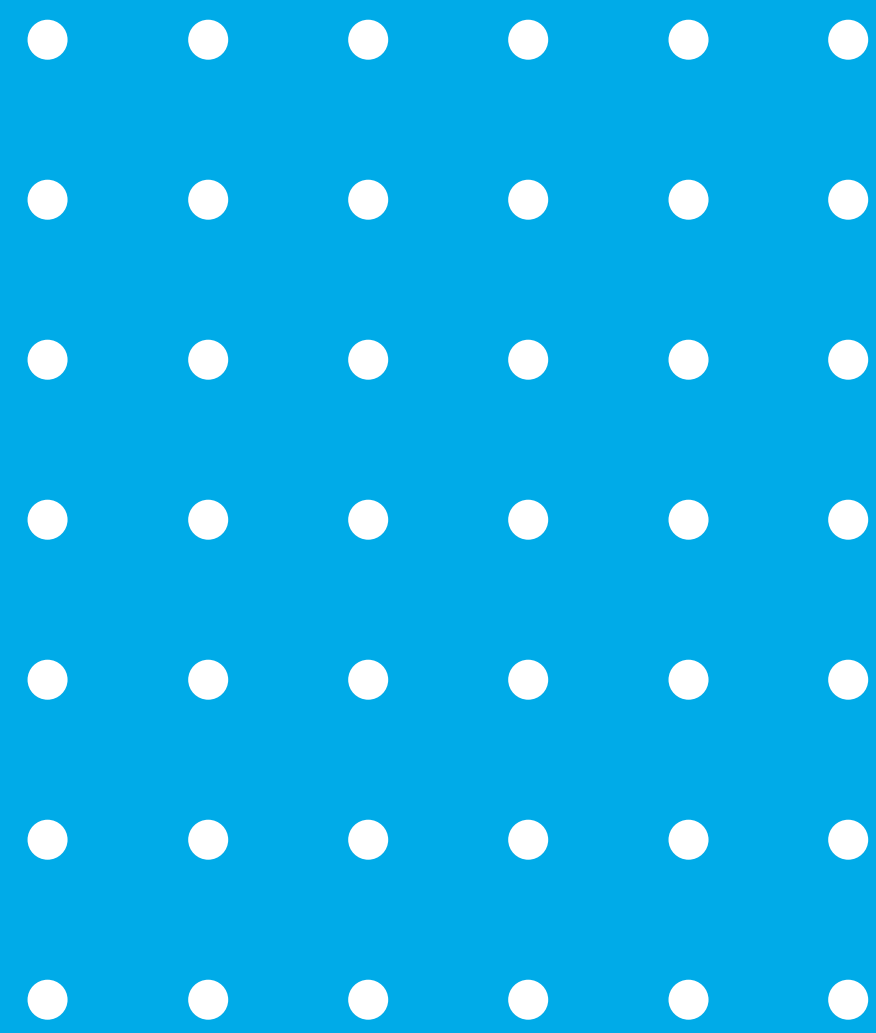
PerformGNV Schedule for 2020

GCRA Enhanced Reporting

Info Due to SI	Preliminary Report	<u>PerformGNV</u> Meeting	GPC Update
9/18/2020	9/25/2020	10/2/2020	.
10/13/2020	10/20/2020	10/30/2020	11/12/2020
11/20/2020	11/30/2020	12/4/2020	

Additional dates are being finalized for 2021 and will be released once they are confirmed





Thank you!

We look forward to your feedback – email us at info@gainesvillecra.com

