

LEGISTAR NUMBER: 200638
ATTACHMENT A
PRESENTATION



Gainesville
Community
Reinvestment
Area



Economic Development Finance Programs

Gainesville Community Reinvestment Area Advisory Board
February 1, 2021

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Today's Agenda



01.

02.

03.

04.

Past City-Wide
E.D. Initiatives

Former CRA
Programs

Reinvestment Plan
E.D. Priorities

Discussion and
Feedback



Past City Economic Development Initiatives

- GTEC
- Airport Industrial Park
- Innovation Square
- Enterprise Zone
- State of Florida Qualified Target Industry (QTI) Incentive
- Working Food
- Opportunity Loan Program

Lessons Learned

- Investments in land/infrastructure in laying a platform for economic development are important but it takes time
- Setting the regulations to facilitate development is necessary but not sufficient
- When setting up an incentive program be mindful of the costs of administration/implementation
- Incentives in and of themselves cannot change market dynamics
Incentives linked to performance are best
- Addressing talent gaps and building capacity may need to be the focus moving forward





INCENTIVIZE EXISTING AND NEW BUSINESS
DEVELOPMENT

Types of Former CRA Initiatives

- ▶ Business Development Assistance
- ▶ Grants
- ▶ Development Agreements
- ▶ Loans



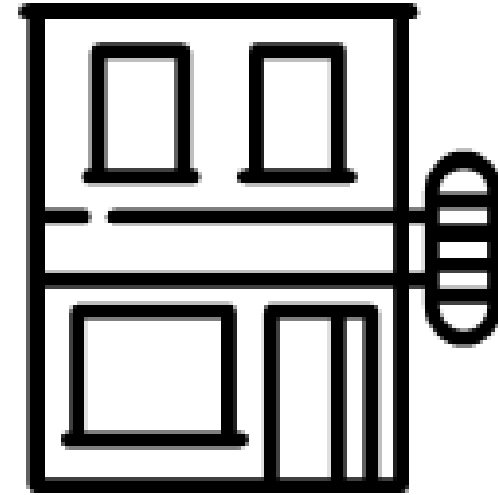
Business Development Assistance

Support to businesses located in or locating into the CRA with design consultation, site selection, and assistance in navigating the City's regulatory process.

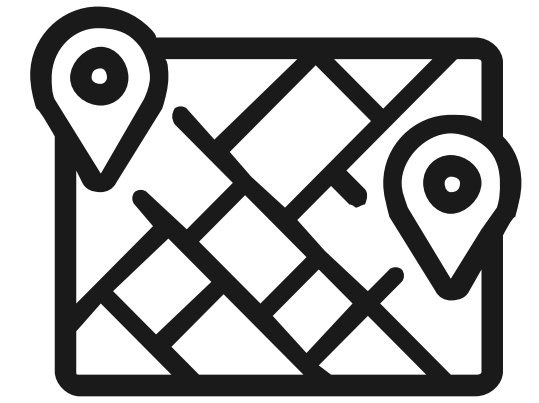
Grants



High-Wage
Job Creation
Incentive



Façade
Improvement
Incentive



Company
Relocation
Incentive

Development Agreements

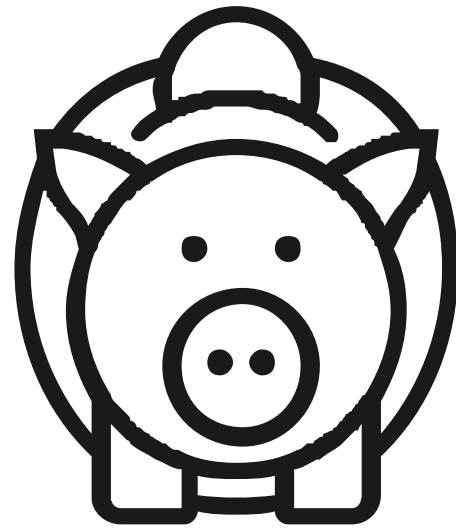


Transformational
Projects
Incentive

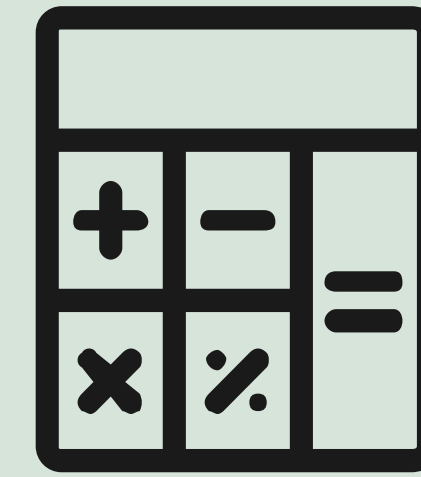


Redevelopment
(Public-Private
Partnership)
Incentive

Loans



**Grow
Gainesville
Program**



**Capital
Access
Program**

“[support] economic development to increase employment levels, raise the tax base, and improve the standard of living”

10 Year Reinvestment Plan: Community Engagement

- Top things that need to be protected: history, local businesses, sense of community
- Downtown and Eastside top priority objectives: economic development and commercial activity
- Types of businesses: food markets, sit down restaurants, medical facilities



Community Requests

Vacant Store Front Program

Business Recruitment

- Food/farmers markets
- Healthcare services/facilities

Small, local, diverse owned business assistance

Workforce education and training

GTEC Incubator space



10 Year Reinvestment Plan: Strategies

Economic Development Elements:

- Business recruitment incentives
- Job training & creation
- Small, local, diverse business development

Gainesville Technology

Entrepreneurship Center (GTEC)



How Can We Help You Grow Your Business?

The City of Gainesville's Community Reinvestment Area (GCRA) is in the process of developing a suite of Economic Development programs to better serve Gainesville's small, local, and diverse businesses within our reinvestment area.

We invite you to provide feedback on programs and incentives that would better support your business by following the QR code:



or enter <https://tinyurl.com/GCRA-survey> in your browser



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Business Community Survey

Businesses inside and outside the GCRA will be surveyed about the impact the COVID crisis has had on them. They will be invited to share ideas about what types of programs can help them.

Advisory Board Discussion

Guided questions:

1. What type of businesses do we want to target and support?
2. What sort of grants and incentives would help a business stay and grow within the district?
3. How do you see business needs changing over the next year?

Thank you!

We look forward to your remarks on this presentation. Please call us at 352-393-8200 or email our office at info@gainesvillecra.com

