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CRA Strategic Planning (B)

At the February 2017 Board meeting, CRA Staff introduced the Community Vitality Report as a way to take inventory of completed projects and better understand their effects on the quality of life in the CRA Districts. The objectives of the effort were to measure the impacts of community initiatives, to gauge progress towards the redevelopment objectives, and to strengthen the ability to identify future projects with the greatest potential to contribute to community vitality. During this Vitality Report effort, there were specific themes that arose including: layers, scale, connectivity, health, authenticity, and partnerships. Those themes serve as a foundation for the CRA’s current strategic planning.

The CRA strategic planning process was developed in order to provide clear link between the goals and objectives outlined in each of the area’s Redevelopment Plan and the CRA projects which are pursued and implemented. The process is designed to maximize efficiency, promote action-oriented redevelopment activities and support timely implementation of CRA initiatives. The end result of strategic planning is the creation of a document called a Roadmap, a high level snapshot of CRA projects over a 5 year period. The document is utilized to help coordinate the budgets, timelines, resources, and partnerships necessary to bring reinvestment to the community and to achieve implementation of high-quality redevelopment projects.

The CRA will be hosting a Strategic Planning Day on November 30 from 5:00-8:00PM at the Historic Depot Building (201 SE Depot Ave). The event will engage and solicit input from community members, elected officials and other stakeholders on future initiatives for the Gainesville CRA. The event will start with a keynote address from Joe Minicozzi, principal of Urban 3-- a consulting firm specializing in land value economics, property and retail tax analysis and community design. Workshop activities will follow to help identify and prioritize initiatives for fiscal years 2019 thru 2023. Staff will consolidate feedback from this meeting and present an update in December.

None at this time

CRA Executive Director to the CRA Board: Hear presentation