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**Downtown Strategic Plan Project Update (B)**

The Strategic Plan for Downtown is a Top Priority project for the City Commission City Strategic Plan: 2020-2025-2035. A contract with a consulting group, led by MKSK and EDA, co-funded by the GCRA and UF, was executed in 11/2020. The project was assigned to the Office of Capital Asset Planning & Economic Resilience (CAPER).

Since project initiation, project team held introductory meetings with internal stakeholders, including City staff, GCRA Advisory Board, one-one-one meetings with City Commissioners, Alachua County staff, UF staff, as well as site visits, and information gathering.

On April 8, the GPC approved an Engagement Brief for the project that was developed by MKSK in close collaboration with the Department of Communications and Engagement, Office of Equity and Inclusion, GCRA, UF, and CAPER staff.

As part of the engagement strategy, a Neighbor Advisory Group (NAG) will be established. The NAG, including up to 15 members, will be a representative voice of the Gainesville community that will directly guide the process. Members will provide critical feedback, establish the plan’s guiding principles, and guide the direction for the planning process. Members will serve as ambassadors of the project, actively communicating and advocating for the plan’s shared vision. The group will meet 4-6 times throughout the process. The NAG will include one (1) representative from the following organizations: GCRA Advisory Board, Alachua County, UF, Innovation Hub, and the Chamber of Commerce. The 5 abovementioned members will invite up to 10 members that represent downtown property and business owners and Gainesville neighbors to become members of the NAG.

In the presentation, we will introduce the project overall and engagement approach, timeline and next steps.

**Strategic Connection**

This item is connected to Goal 4: ‘Resilient Local Economy’ in the City’s Strategic Plan.

None

Provide input on the presentation and select a GCRA Advisory Board representative to the Downtown Strategic Plan Neighbor Advisory Group.