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Title: Convergence and Alignment of Planning and Development Services, the Blue Ribbon Advisory Committee for Economic Competitiveness (BRACEC) and the Development Services Center (DSC) (B)
Estimated presentation time is 10 minutes

Update on activities related to Planning & Development Services, the Blue Ribbon Advisory Committee for Economic Competitiveness and the Development Services Center with an emphasis on how the work in these three areas converge and align.

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7/16/2015	1	City Commission	Heard	

Convergence and Alignment of Planning and Development Services, the Blue Ribbon Advisory Committee for Economic Competitiveness (BRACEC) and the Development Services Center (DSC) (B)
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Update on activities related to Planning & Development Services, the Blue Ribbon Advisory Committee for Economic Competitiveness and the Development Services Center with an emphasis on how the work in these three areas converge and align.

At the February 19, 2015, City Commission meeting, Mayor Ed Braddy presented an agenda item on his initiative to re-imagine economic development in the city and to make the City of Gainesville the most competitive in the State of Florida. On April 19, 2015 the City Commission adopted a resolution creating the Blue Ribbon Advisory Committee on Economic Competitiveness (BRACEC) and appointed 23 members.

On April 16, 2015, the Blue Ribbon Committee held an all-day retreat and asked, "How can Gainesville achieve this result and will creating the best user experience or becoming the most user centered City in America do this?" The retreat was facilitated by Alan Webber, the co-founder of the business magazine, Fast Company and former managing editor and editorial director of the Harvard Business Review.

On the afternoon of April 16, 2015, the City Commission heard a staff presentation on implementing a Development Services Center to improve the consistency, timing, coordination, and accountability of development services. The City Commission voted unanimously to approve the proposed DSC concept and authorized the City Manager to bring back a proposed budget and to add the initiative to the City Strategic Plan.

The following week, the Executive Director and Chair of the Blue Ribbon Committee traveled to Silicon Valley with members of the Chamber of Commerce with the goal of attracting business to the City of Gainesville. At

that time, they visited IDEO, a human centered design and innovation firm. A few weeks later, the Blue Ribbon Committee met with IDEO and talked about how the design and innovation firm could help Gainesville think through creating the best user experience in Gainesville. The Board approved fund raising to contract with IDEO.

The Executive Director of the Blue Ribbon Committee Anthony Lyons recently accepted the position of Interim Planning and Development Services Director, which brings all three development service functions into alignment.

There is no fiscal impact.

The City Commission hear a presentation from staff on the recent developments in each of the three areas and the vision moving forward.